



# MAYOR AND COUNCIL WORKSESSION

NO. 3

DEPT.: Community Planning and Development Services DATE: September 27, 2004

CONTACT: Scott Parker, AICP, Planner III

## SUBJECT FOR DISCUSSION:

1. The proposed Twinbrook Commons Development and associated issues.
2. Discussion of the pending Preliminary Development Plan (PDP) application for the Twinbrook Commons Development, Holland and Knight for the JBG Companies, applicant, at joint worksession with the Mayor and Council and Planning Commission.

## ORDER OF DISCUSSION:

1. Receive presentation from Developers
2. Discuss the proposed project with applicant and staff.

## BACKGROUND:

Twinbrook Commons L.L.C. and WMATA have entered into a joint development agreement to develop the 26-acre WMATA owned property at the Twinbrook Metro Station. The applicant is proposing a mixed-use residential, office, and retail transit oriented development. Currently, 16.96 acres of the project are in Montgomery County. The portion of the proposed development within the City is 10.3 acres, with all but 1.77 acres of the City portion on the west side of the CSX and Metro tracks. The 1.77-acre piece within the City of Rockville on the east side of the tracks, is commonly referred to as the Suburban Propane site.

The applicant proposes a total development of 1,706 residences, 220,000 square feet of retail, 325,000 square feet of office, and 1,151 Metro parking spaces.

The redevelopment of the Twinbrook Metro Station will require action on the following applications:

1. Annexation Petition ANX2004-00136 (pending).
2. Text Amendment TXT2004-00213 (pending).
3. Sectional Map Amendment (pending).
4. Preliminary Development Plan (PDP) (to be filed in early October).
5. Use Permits (to be filed at various times, with the first filing expected in early October).
6. Final Record Plats (to be filed).

It should be noted that the applicant has filed an annexation petition to incorporate all of the development area currently within Montgomery County into the City of Rockville. It should also be noted that Montgomery County has approved a Preliminary Plan for the development of Twinbrook Commons within the TSR Zone in Montgomery County.

## **GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED:**

Part of the direction sought by the applicant is to get the Mayor and Council's feedback related to various issues that have been raised through the evaluation of the project. In particular, the comments made during the last Mayor and Council meeting related to:

1. Verification of school capacity.
2. Verification of the traffic mitigation measures proposed by the applicant.
3. Incorporation of senior housing uses.
4. Heights of buildings.

In addition to the items that have already been filed with the City, it is anticipated that JBG will have filed a Preliminary Development Plan (PDP) for the entire project by the date of the workession. Subsequently they will be filing a Use Permit for the portion of the development on the west side of the CSX tracks along Chapman Avenue. The applicant and staff have begun discussing various items of the submittal, such as phasing and programmed development plan. A significant factor in the programmed development of the PDP and the Use Permit is the requirement of maintaining the full compliment of existing WMATA parking during construction. It is therefore anticipated that the Use Permit for the west side will include a WMATA parking garage, with the east side having a temporary parking facility constructed to accommodate all of the WMATA parking until the garage is opened on the west side.

### **SCHOOLS:**

During previous discussions with the Mayor and Council, as well as various citizens groups regarding the ability of local schools to handle the capacity anticipated from the Twinbrook Commons development. While not finalized or evaluated at this point, the applicants have consistently stated that their development was not going to generate a significant amount of school age children, and that MCPS projections are for the population of the schools in the area to peak in 2007, which is when the first phase of their development would come on line.

### **TRANSPORTATION:**

The applicants submitted a traffic impact study on January 9, 2004 that encompassed the entire City and County portions of the development. Transportation and Planning reviewed the study, providing comments to the applicant. An appendix of the study was submitted February 20, 2004 per City request. Changes to the development program related to locations of uses and shifting densities has created the need for an amended study, which has been requested. The final version of the plan is expected with the PDP submittal.

The applicant has also submitted a Transportation Demand Management (TDM) program for the County portion of the project, and Transportation and Planning staff have been evaluating it. The initial review has raised some concern that the TDM program for the County portion of the development does not have sufficient oversight or penalties in the event that the applicant does not meet their obligations of reducing trips by 50%. JBG has stated that they will address this concern.

### **MPDUs and SENIOR HOUSING:**

The Preliminary Development Plan will provide 15% (approximately 256 units) of the residences as MPDUs. The applicant is reviewing options on a senior preference for MPDU units. In addition, the applicant is in discussions with providers of senior care facilities, but has not determined if it will be included in the application.

## **HEIGHTS:**

Another item that has been a topic of discussion regarding Twinbrook Commons has been that of the heights of buildings. The applicant has proposed a residential building on the west side of the Metro Station entrance of 16 stories and an office building of 13 stories. On the east side of the tracks, the office buildings are proposed to be 12 stories in height, with smaller heights of 4-8 stories toward the periphery of the site. The maximum heights being proposed are outlined within the pending text amendment.

## **WMATA Public Hearing**

WMATA held a Public Hearing January 21, 2004, to discuss changes in its facilities at Twinbrook. The discussion was limited to conceptual design and placement/replacement of facilities (garages, bus bays), and not specific details of the overall plan. The City testified at the Public Hearing, expressing concern over a proposed walkway from the proposed WMATA parking garage to the Metro platform. City staff felt as if this walkway was a significant hazard given the isolated location of the walkway between the garage and the Metro tracks. The City advocated a pedestrian route to Metro that takes individuals along the active Chapman Avenue streetscape, and JBG changed the plan to address the City's concern.

## **Neighborhood Outreach**

JBG has met with the Twinbrook Citizens Association (TCA) and the Halpine Square Homeowners Association numerous times over the last five to six years. The applicant met with TCA on February 23, 2004, at which the developers gave an update on the status of the development. They have met at many of TCA's meetings to discuss progress on the application.

Specific questions have been asked by citizens at various meetings, including the availability of incentives for people who work in the area to receive reduced cost or incentive based housing, ingress and egress concerns and cut-through traffic.

## **AMENITIES AND PUBLIC ART REQUIREMENT:**

Twinbrook Commons is proposing a significant amount of amenities and open space as part of this proposal. It is anticipated, based on preliminary discussions on the plan, that the package will exceed the requirements of the proposed underlying zone, which is RPC. Although still in a preliminary phase of evaluation and review, some of the amenities and open space to be provided include a Transit Plaza, sheltered bus area, a Transit resource center, a Transit entrance pavilion, a sheltered kiss and ride area, off-site sidewalks and pedestrian crossings, special lighting, significant landscaping, café seating, a Village Green with bandstand, outdoor performance and recreation space, fountains, a linear park, pocket parks, a west side village green, Chapman Avenue streetscape improvements and interim community rooms and facilities

In addition, the applicant has made a proposal to the Musical Theater Center regarding the building of space and subsidizing of rents as part of their Public Art in Private Development requirement.

## **STAFF COMMENT AND RECOMMENDATION:**

The Joint Development agreement with WMATA requires the applicant to meet specific time schedules, and the applicant has committed to annexation if the development process within Rockville meets those stringent time constraints. JBG has indicated a desire to develop in the City, and several development applications will be required to implement this project. In previous

discussions, staff has outlined how many of these processes can be reviewed concurrently to accelerate the review time. The annexation agreement will provide the Mayor and Council the ability to achieve certainty that is needed to meet the best interests of the City, WMATA and JBG.

It is staff's opinion that is in the best interest of the citizens of Rockville to have the entire property that comprises this application annexed into the City. Annexation would provide the opportunity to review the entire project and analyze the impacts it will have on Rockville through one jurisdiction and one application procedure. Review by the Mayor and Council and Planning Commission will allow the City's priorities to be reviewed and met. In addition, the fiscal benefits and tax revenue (approximately \$1.0 million net revenue annually) for the project will stay in Rockville. This figure does not include building permit revenue.

Therefore, Staff recommends that the Mayor and Council engage in discussion with the applicant to provide clear direction on the issues outlined within this report, as well as any others.

**LIST OF ATTACHMENTS:**

1. Site Plan Map
2. Aerial Site Map

**MONTGOMERY COUNTY PORTION  
TWINBROOK COMMONS**

Halpine Road

Lewis Ave

## Suburban Propane Site

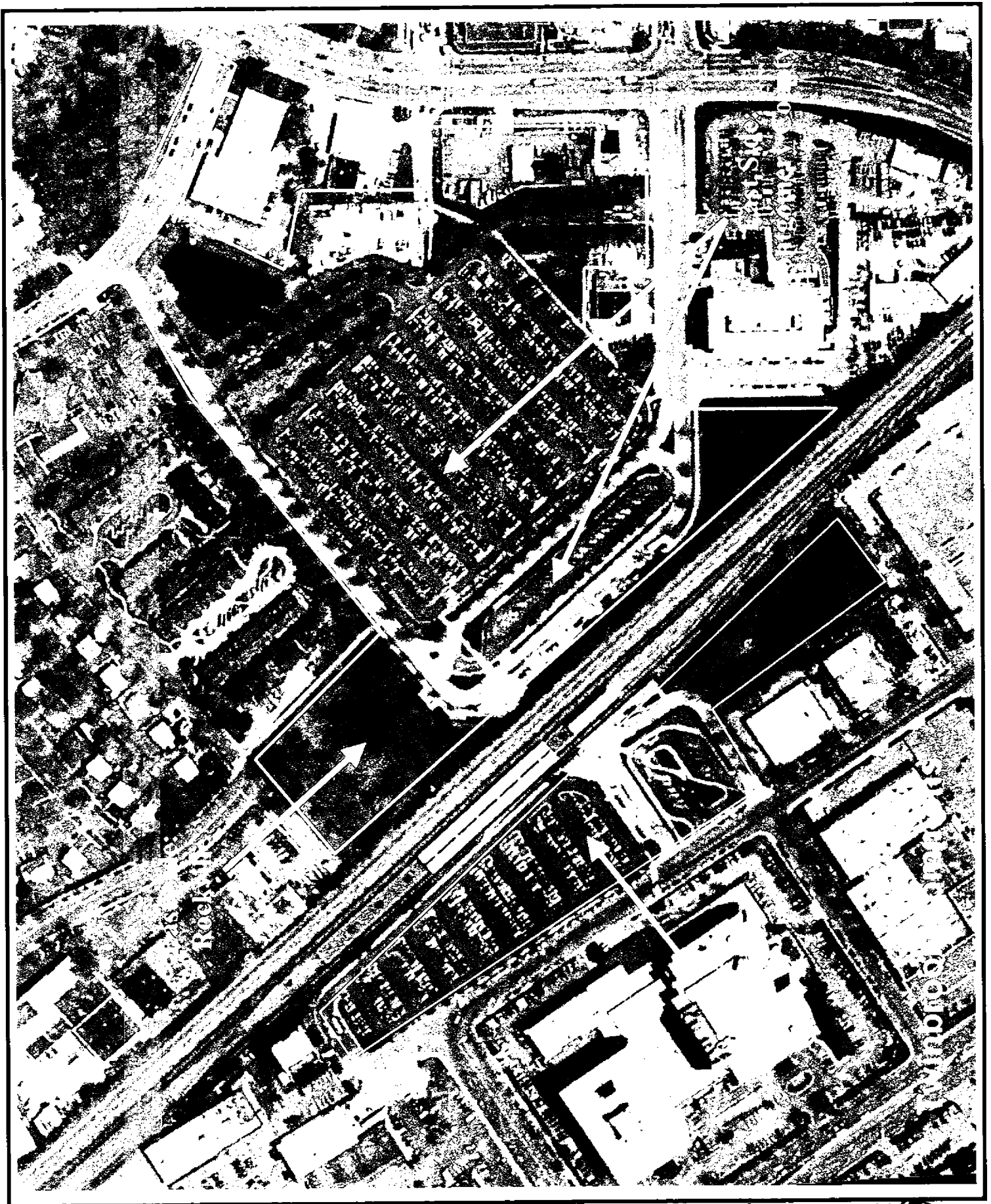
Ardenne Avenue

Parkiawn Drive

**CITY OF ROCKVILLE PROPERTIES  
TWINBROOK COMMONS**

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# MAYOR AND COUNCIL WORKSESSION

NO. 3(A) DEPT.: Community Planning and Development Services DATE: October 11, 2004  
CONTACT: Jim Wasilak, Chief of Long Range Planning

## SUBJECT FOR DISCUSSION:

Twinbrook Metro Station Sector Plan Update

To receive an update on the Maryland-National Capital Park and Planning Commission (M-NCPPC) update of Montgomery County's sector plan for the Twinbrook Metro station area

## ORDER OF DISCUSSION:

1. Planning Area Background
2. Planning Process
3. Direction of the Plan
4. Next Steps

## GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED:

The Maryland-National Capital Park and Planning Commission (M-NCPPC) has undertaken an update to the Twinbrook Metro Area Sector Plan. The Sector Plan area covers approximately 172 acres in the vicinity of Twinbrook Parkway, Fishers Lane, Parklawn Drive and Wilkins Avenue, just outside the Rockville corporate limits. The purpose of the Plan update is to refine the recommendations for the area from the 1992 North Bethesda/Garrett Park Master Plan. The Sector Plan is expected to foster a mixed-use, transit-oriented community, while also encouraging high technology and biotechnology uses and housing opportunities. The planning effort is a result of the recommendations of the County's Transportation Policy Report (TPR), which recommended land use changes in the I-270 corridor to encourage more housing. Further information on the rationale for the Plan update can be found in Attachment 2.

A kick-off meeting for the public process was held on Monday, June 28, with the purpose of introducing the planning area and process to the community as well as providing an opportunity for public input regarding the values held by the community for the area. Approximately 70 persons attended the meeting. The audience appeared to be a mix of nearby Twinbrook residents and business and property owners in the Planning Area. Participants valued the proximity of the area to schools, Metro and retail opportunities, while expressing that traffic and pedestrian facilities are major concerns. See Attachment 3 for a complete summary of the community input at this meeting.

The next milestone event in the process was a series of workshops held on July 12-14. These workshops covered such topics as establishing adequate services, building an advanced technology center, and opportunities in the light industrial areas. These daytime sessions concluded with an overview meeting for the public on the evening of Wednesday, July 14. A summary of these workshops is included as Attachment 4.

The most recent activity in the planning process was a workshop held on September 28 for area businesses to create a development scenario for the future of the area. This scenario will essentially build on the community input that has been received to date (See Attachment 5). The nearby community will have an opportunity to participate in this same exercise at a public meeting to be held

at 6:30 p.m. on Wednesday, October 6, at Twinbrook Elementary School. Another public meeting is scheduled for November, with the staff draft of the Plan available in December. (See Attachment 6 for complete planning process schedule.)

Sandy Tallent, project manager for the planning process will be available at the meeting to discuss the process and answer any questions.









**LIST OF ATTACHMENTS:**

1. Map of Planning Area
2. Purpose and Outreach Report (2003)
3. June 28 Community Meeting Summary
4. Workshop Summary
5. Summary of Focus Groups and Community Meetings Findings
6. Outline of Twinbrook Metro Sector Plan Update Process and Schedule



PLANNING AREA 7

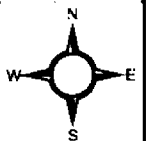
PLANNING AREA 8

-  City Boundary
-  Twinbrook Commons
-  MNCPPC Sector Plan
-  Twinbrook - Planning Area 8
-  Twinbrook Metro Performance District
-  Rockville Pike Corridor Neighborhood
-  Twinbrook Forest and Northeast Rockville - Planning Area 7
-  Urban Growth Boundary

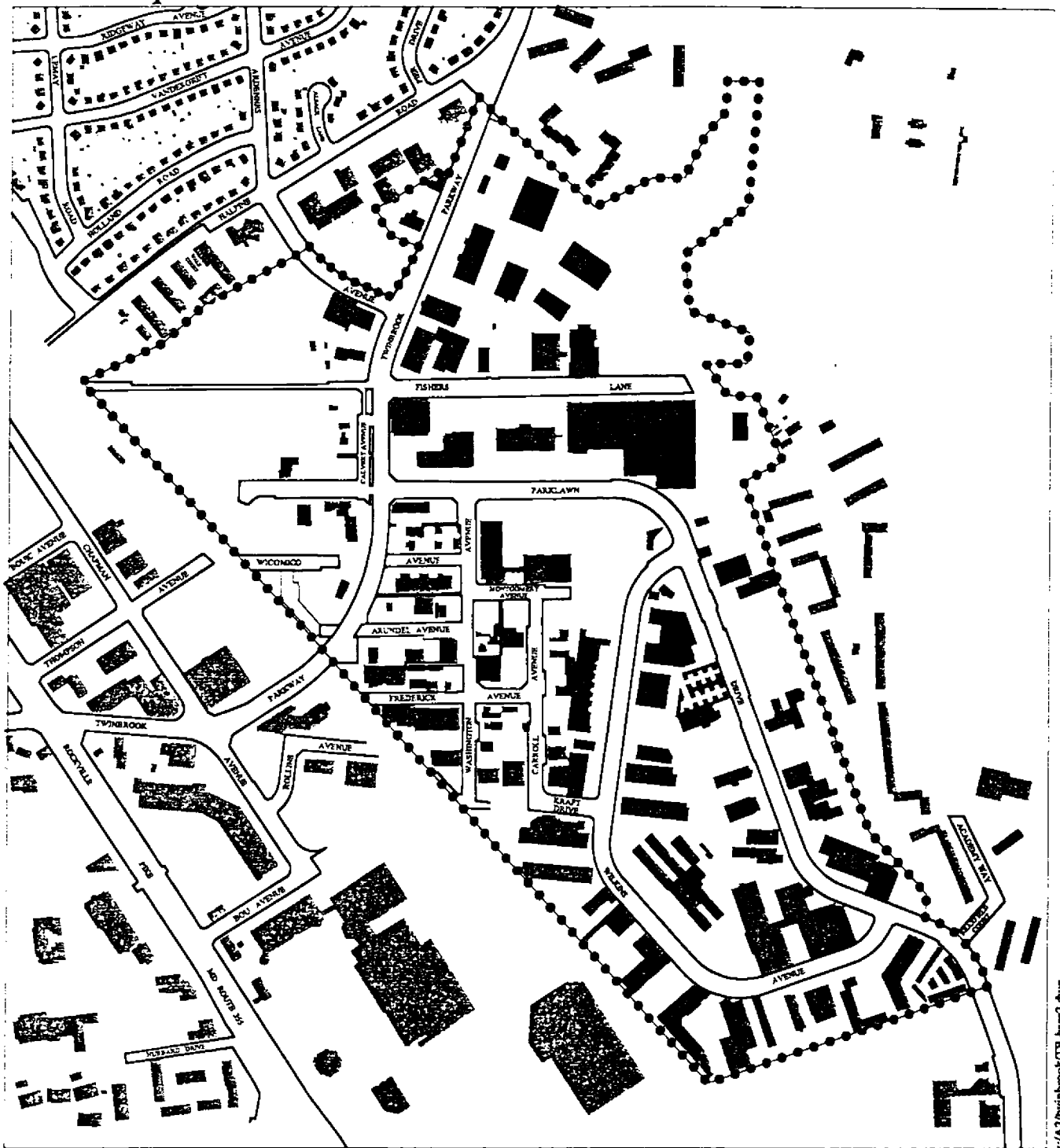


**CITY OF ROCKVILLE**  
 DEPARTMENT OF COMMUNITY PLANNING  
 AND DEVELOPMENT SERVICES

**TWINBROOK AREA**



# Base Map



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..... Master Plan Area Boundary



NOVEMBER 2003

# PURPOSE AND OUTREACH REPORT

TWINBROOK SECTOR PLAN



# TWINBROOK SECTOR PLAN PURPOSE AND OUTREACH REPORT

## PURPOSE

The Purpose and Outreach Report is prepared early in the planning process. Its intent is to identify the challenges and issues to be considered in the development of the Twinbrook Sector Plan. The report includes a summary of the challenges and issues, and recommendations for the boundaries of the plan and community outreach strategies.

## VISION

The proposed Twinbrook Sector Plan will refine the recommendations for the Twinbrook area in the *1992 Approved and Adopted North Bethesda/Garrett Park Master Plan*. The Sector Plan will foster transit-oriented development, encourage advanced technology and biotechnology uses, and establish a mix of housing opportunities. The Sector Plan will foster the creation of a mixed-use community for the 21<sup>st</sup> century at the Twinbrook Metro Station.



## CHALLENGES AND ISSUES

The proposed Twinbrook Sector Plan will address the following challenges:

- Providing more opportunities for housing, including affordable dwelling units
- Improving opportunities for the advanced technology and biotechnology industries to establish the area as a unique center for the life sciences
- Implementing the following recommendations in the Transportation Policy Report:
  - Fostering land use changes that add more housing to the I-270 Corridor, and help reduce the need for cross-County travel

- Providing opportunities for transit-oriented development that encourages people to walk to shopping and work, and take transit to other destinations along the Metro Red Line
- Improving pedestrian connections to transit
- Improving circulation for vehicles and pedestrians with an emphasis on the connections to the Metro station
- Addressing security concerns of the community, businesses, and federal agencies by implementing the principles of Crime Prevention Through Environmental Design and applying safety standards developed by the federal government
- Implementing new zoning appropriate to replace the Transit Station-Residential (TS-R) Zone by creating a more efficient review process that fosters both housing, and advanced technology and biotechnology uses
- Addressing issues of community character and amenities that will appeal to future residents and workers
- Planning for schools, community facilities, and amenities to serve the future population
- Improving environmental conditions within the planning area, including increasing the tree canopy

## DISCUSSION

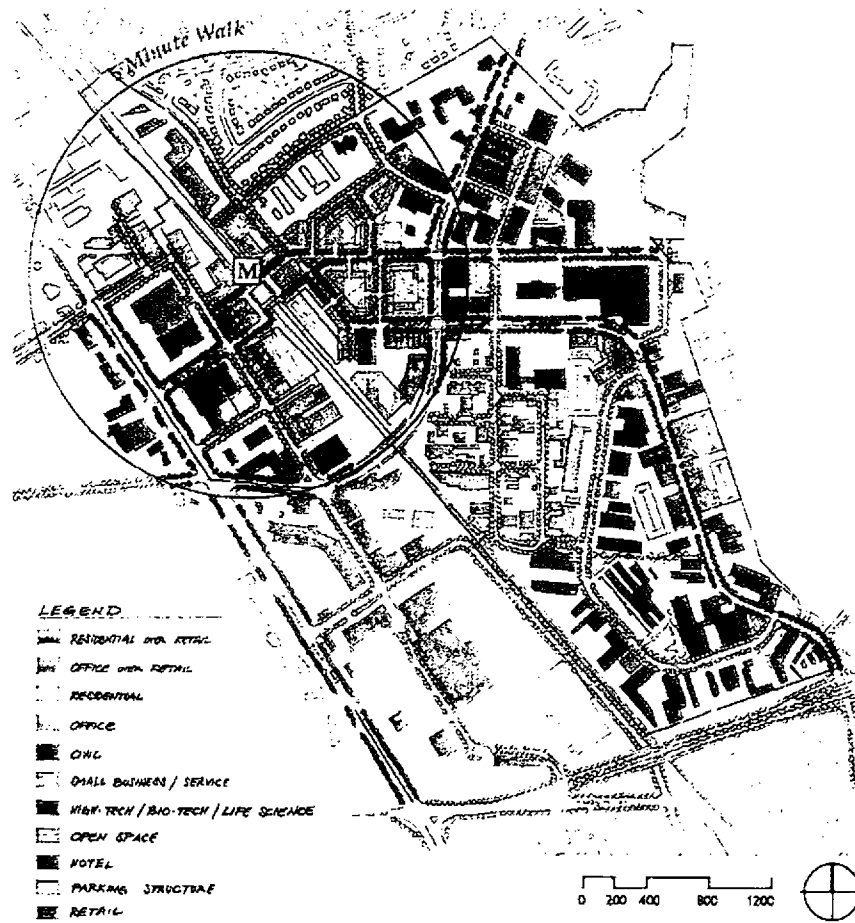
***The 2000 Twinbrook Charrette*** — A community-wide charrette for the Twinbrook Metro Station area was held in 2000. The results from the charrette form the groundwork for this Sector Plan. This Purpose and Outreach report provides further definition and description from the Twinbrook charrette. The M-NCPPC has maintained continued outreach efforts with the residents, local businesses, and governmental agencies to reaffirm the challenges identified during the charrette, as well as to uncover new concerns. Other significant outreach efforts between all interested parties have also been ongoing regarding the proposed Washington Metropolitan Area Transit Authority and The JBG joint development project at the Metro station. Both the charrette and joint development efforts inform this report.



The 2000 Charrette provided a new direction for Twinbrook. It envisioned the Metro station area as an attractive center for residential, commercial, and retail activity with multi-modal means of transportation. Mixed-use development at this Metro station was intended to increase reverse commuting, provide a diversity of housing types including housing for the elderly, and encourage less dependency on the automobile.

**Character and Land Use of the Planning Area** — The Twinbrook Sector Plan area supports a number of uses: light industrial, office and laboratory space for biotechnology companies, offices of the federal government (the National Institutes of Health (NIH), the Food and Drug Administration (FDA), and the Department of Health and Human Services (HHS)), and a variety of residential housing. In addition, several international biotechnology leaders and pharmaceutical businesses have located in the area, creating an important identity in the

Twinbrook area. In contrast, a wide mix of other businesses are also established in the area, such as plumbing, electrical, and fencing contractors, tile retailers, stone fabricators, wholesale outlets, music recording studios, and catering companies. A few restaurants are located in the planning area, and they serve the area's workers and the larger community.



**Master Plan**

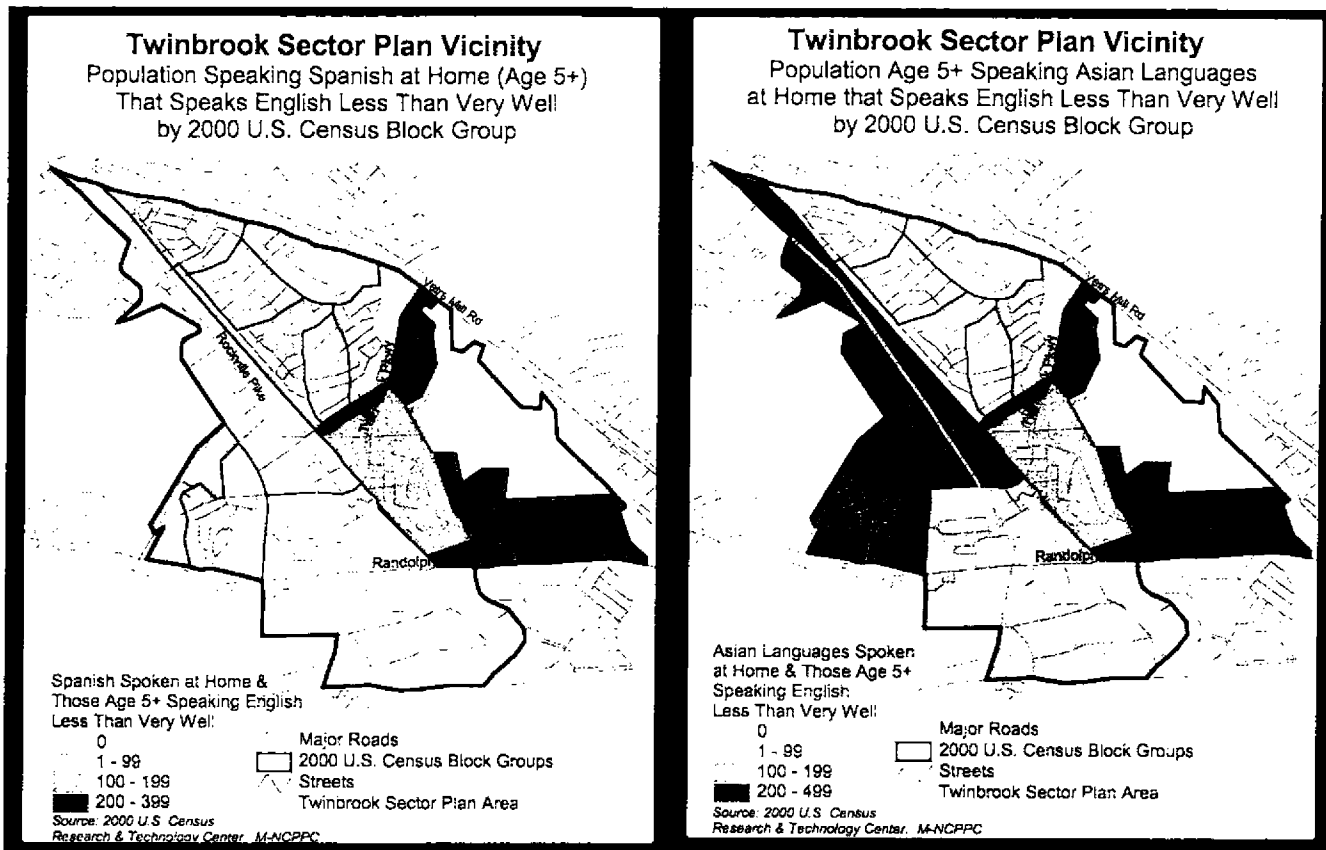


Much of the land surface has been paved for parking, which is used by workers commuting by auto. In general, the area is inhospitable to pedestrian traffic, as it is devoid of plantings and open space, and is further encumbered with utility poles. The built-up character of the area is characterized by a lack of usable green space and large impervious surfaces, both of which have a detrimental effect on both the human and natural environments.

***Character and Land Use of the Adjacent Residential Neighborhood*** — Residential development to the north is adjacent to the Metro station and within the City of Rockville. The Twinbrook area has a population of 21,432 (9,040 households), according to the 2000 U.S. Census. The area is comprised of mostly post-war single-family and multifamily dwelling units, plus a small number of newly built single-family attached dwelling units, for example, townhouses. The median income is \$50,000, as compared to the County's median income of \$71,551. In the decade between 1990 and 2000, Twinbrook witnessed a 79 percent turnover in its household population. Approximately 62 percent of Twinbrook residents drive to work alone.

The ethnic makeup of the residential areas is more diverse than that of the County, as a whole. About 46 percent of the residents identify themselves as racial minorities, compared to about 40 percent Countywide. Twinbrook has attracted large numbers of the foreign born; 65 percent of its current population entered the United States between 1990 and 2000 (as compared to the County, as a whole, having a figure of 45 percent). Nearly 27 percent of Twinbrook area residents reported in the 2000 U.S. Census that they do not speak English "very well," with Spanish and Chinese noted as the primary foreign languages spoken in the Twinbrook area.





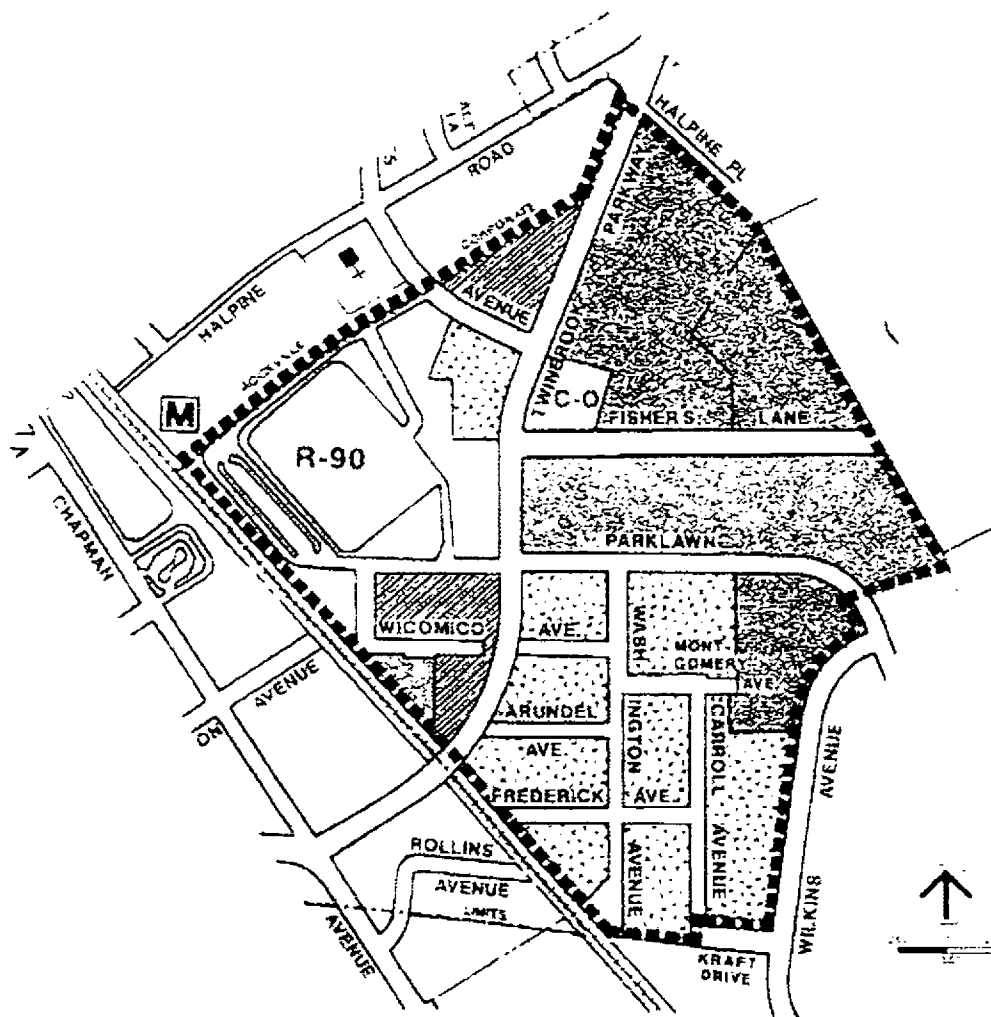
## ZONING






The existing zoning in the planning area is made up of Euclidean and floating zones, primarily light industrial (I-1 and I-4), commercial office (C-O), transit station (TS-R and TS-M), and moderate intensity office (O-M). Virtually all of the properties east of Twinbrook Parkway and south of Parklawn Drive are zoned for light industrial uses. As areas around Metro stations in the I-270 Corridor make the transition from commuter parking and light industrial uses to more intensive mixed-use transit-oriented communities, zoning adjustments will be needed to provide the appropriate mix of uses and site requirements that are more indicative of urbanized areas. A new mixed-use Metro Station zone (as recommended in the Shady Grove Sector Plan) will be considered for application in the Twinbrook Sector Plan.

The 2002 *City of Rockville's Comprehensive Master Plan* addresses the area west of the Metro station and the CSX rail tracks, within the City of Rockville. The Plan recommends that the property on the west side of the tracks retain its RPC/Metro Performance District designation. The Plan states that the property on the east side of the Metro station and within the County be annexed, and that the site be placed in the Metro Performance District and zoned RPC and RPR, and developed under the Optional Method of Development. The RPC Zone's purpose is to provide a wide range of retail uses and services, commercial activities, and residential opportunities within the Rockville Pike Corridor Area. The RPR Zone's purpose is to provide moderate density residential development with accessory convenience commercial uses within the Metro performance District. The Plan further recommends that the RPC Zone be located closest to the tracks.



## EXISTING BASE ZONES



 R-90	R-90 Residential, One-Family	 I-1	I-1 Light Industrial
 O-M	O-M Office Building, Moderate Intensity	 I-4	I-4 Low Intensity, Light Industrial
 C-O	C-O Commercial Office Building		

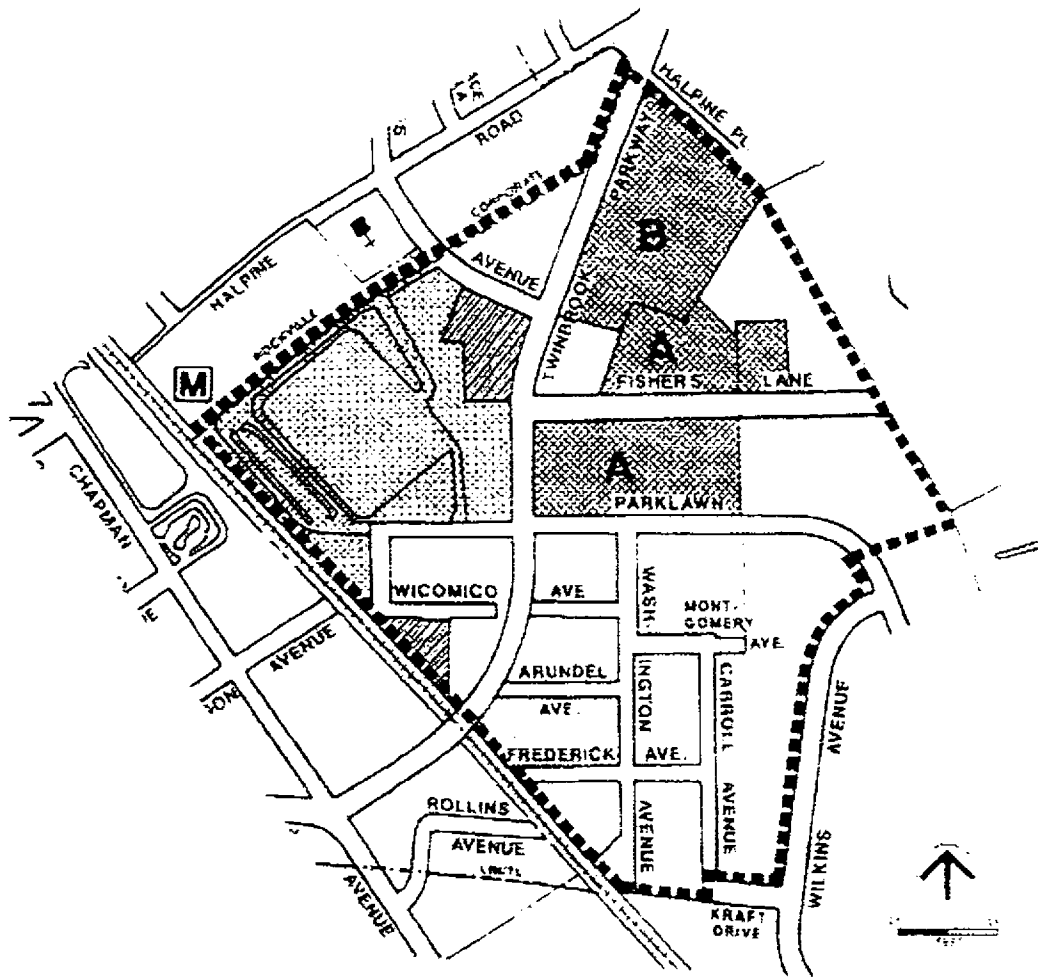
## 1992 SECTOR PLAN

Originally a part of the *North Bethesda/Garrett Park Master Plan* (1992), Twinbrook was envisioned as a transit-serviceable residential area at the Metro station, with a mix of office and a small-scale light industrial businesses located south of Parklawn Drive.

## RELATIONSHIP TO THE I-270 CORRIDOR

The I-270 Corridor is a significant economic resource for both the County and the region. It is also an important center for the advanced technology and biotechnology industries in the country. Due to the

## EXISTING FLOATING ZONES



TS-R Transit Station, Residential

TS-M Transit Station, Mixed

O-M Office Building, Moderate Intensity

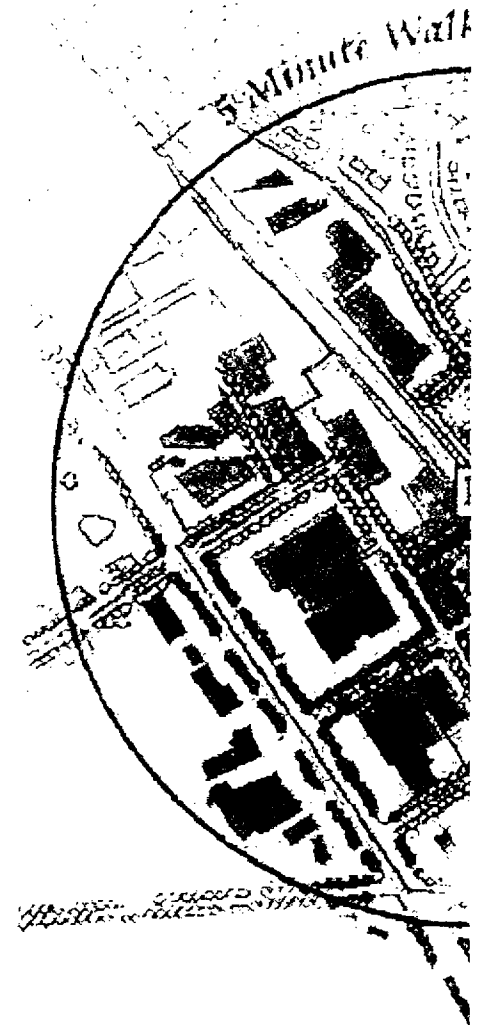
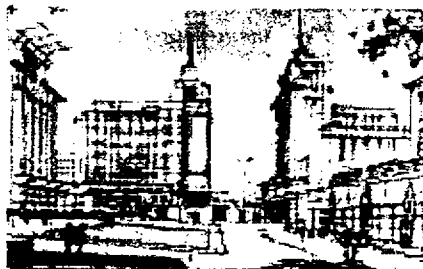
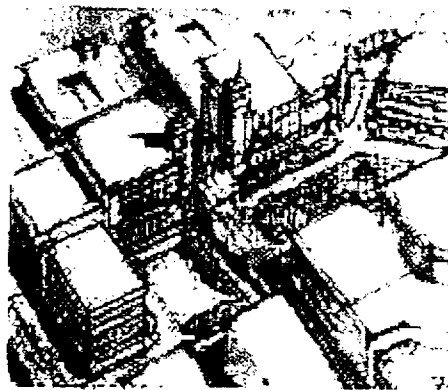
A Commercial Component

B Residential Component

close proximity to the NIH, Bethesda Naval Hospital, the Howard Hughes Medical Center, the Strathmore Performing Arts Center, White Flint, and the Rockville Town Center, the Twinbrook Metro Station is ideally located for both a transit-oriented community and life sciences uses.

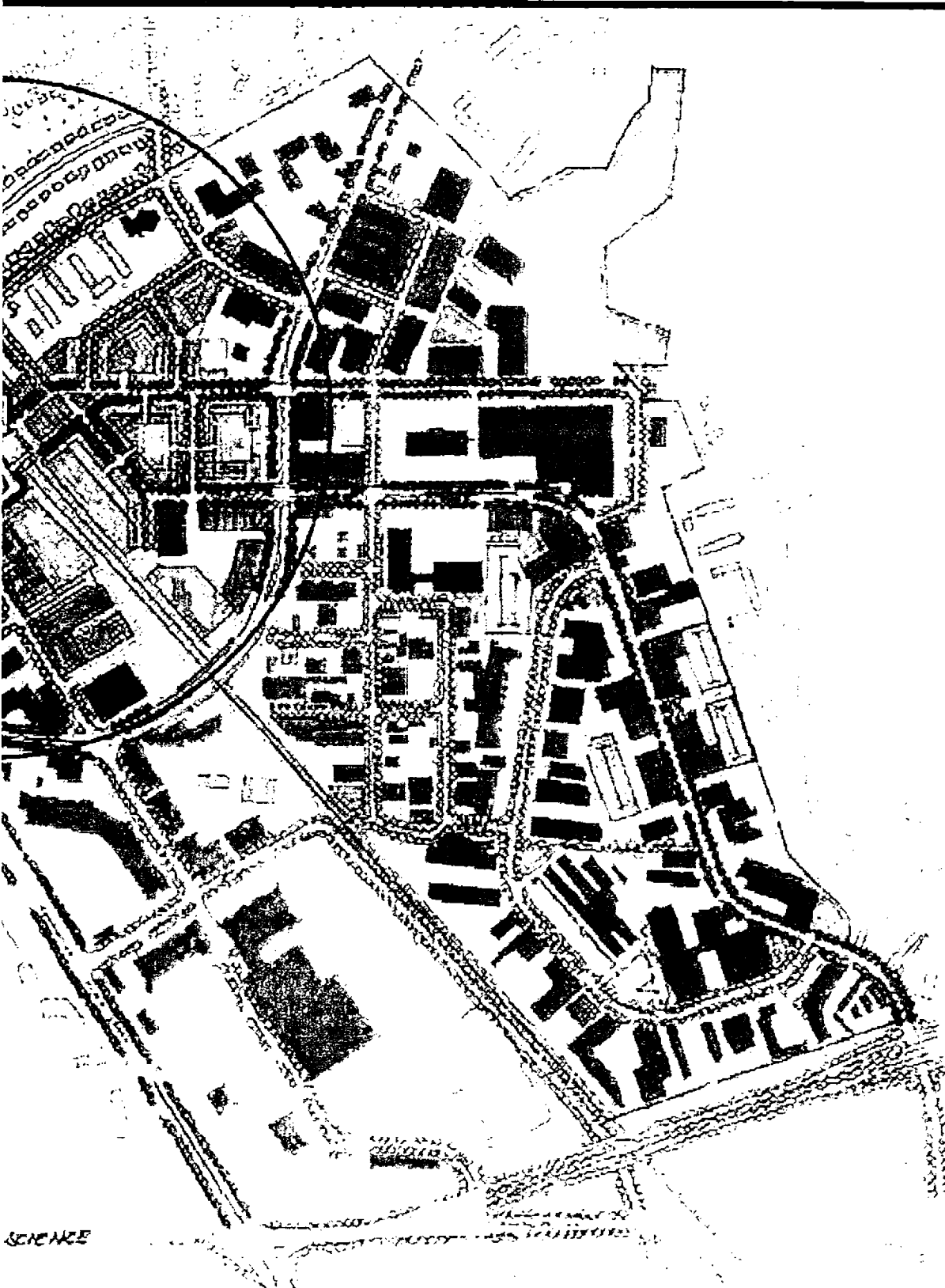
The planning program for the I-270 Corridor provides a unique opportunity to improve the physical and functional environment of the Corridor by creating a dynamic system of transit-oriented centers connected by an integrated system of streets, a comprehensive transit system, and a mix of uses. A series of master plans for the I-270 Corridor are scheduled through 2007: Twinbrook Sector Plan, Shady Grove Sector Plan, Gaithersburg Vicinity Master Plan, and Germantown Master Plan. Preparing the Twinbrook Sector Plan concurrently with the other plans in the I-270 planning corridor will allow for close coordination.

# TWINBROOK: A RESIDENTIAL NEIGHBORHOOD AND CENTER FOR THE LIFE SCIENCES



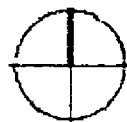
## LEGEND

- RESIDENTIAL WITH RETAIL
- OFFICE WITH RETAIL
- RESIDENTIAL
- OFFICE
- CIVIC
- SMALL BUSINESS / SERVICE
- HIGH-TECH / BIO-TECH / LIFE
- OPEN SPACE
- HOTEL
- PARKING STRUCTURE
- RETAIL

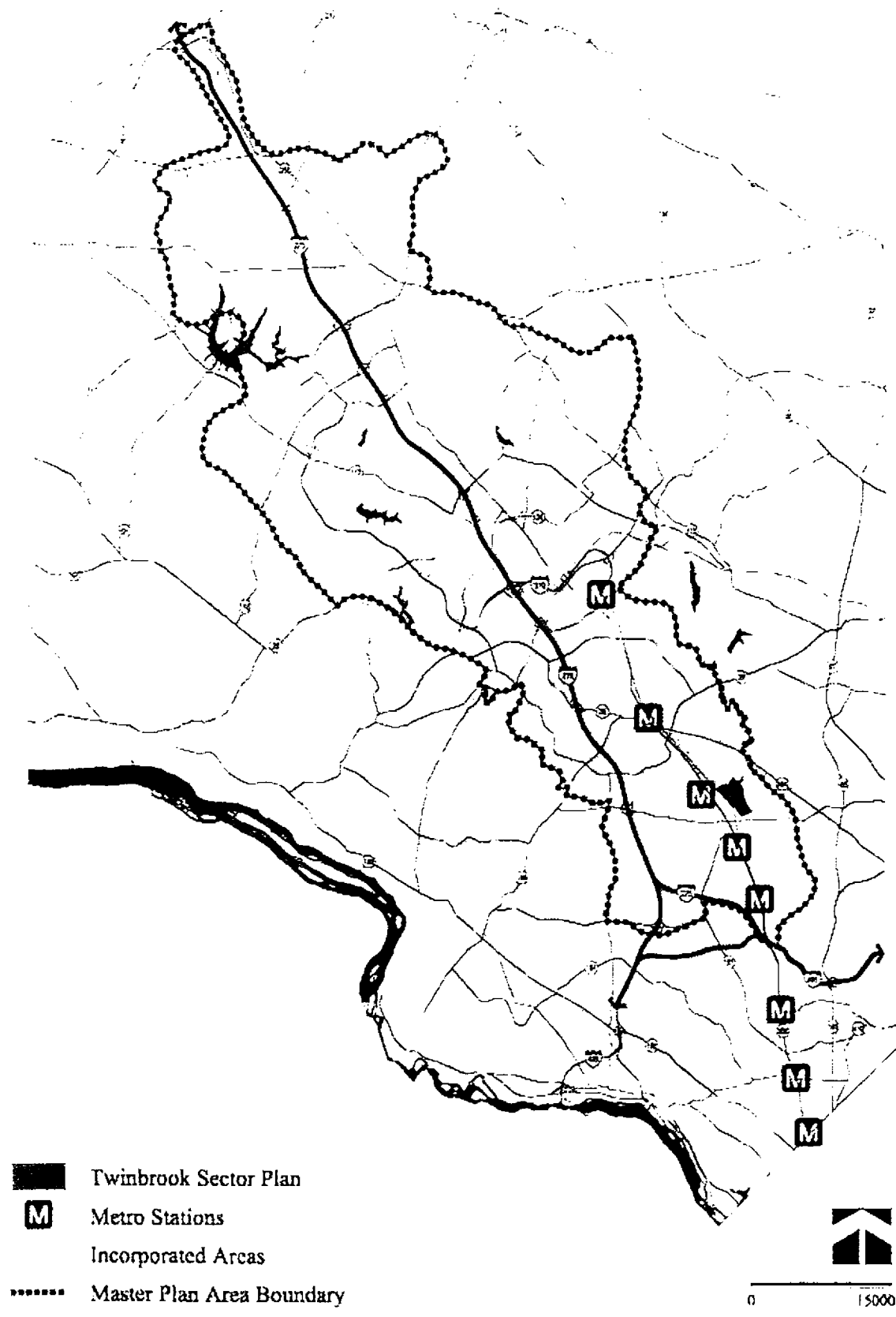


SCIENCE

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# I-270 MAP



## POLICY CHANGES

Policy changes concerning land use were explored in the County's 2002 Transportation Policy Report which recommended creating a better balance of jobs and housing by locating more housing options and fewer additional jobs in the I-270 Corridor. Additionally, the report recommended revising master plans in Metro station areas including Twinbrook, and implementing transportation demand management mechanisms. The County Council has directed staff to implement the alternative land use policy in its 10-Year Transportation Plan, which adds housing to the Twinbrook Metro Station area.

Since September 11, 2001, the need for additional security precautions at federal facilities has increased significantly. The National Capital Planning Commission's consideration of how buildings and surrounding environments are designed and modified in response to security needs will have a significant impact on the area, and will be examined closely in Twinbrook Sector Plan.

## DEVELOPMENT ACTIVITY

Since 1992, the need for additional buildings to serve the advanced technology and biotechnology industries has accelerated. The Twinbrook Metro Station area has become a focus for this development, and the area is becoming an important life sciences center for the County. Recent development activity includes the following:

- Construction of new office and laboratory space, located north of Fishers Lane, by The JBG Companies. This development is consistent with the 1992 Approved and Adopted Master Plan and the County's economic development strategy to encourage the life sciences in the I-270 Corridor.
- 1,114 housing units, and 150,000 square feet of retail development are proposed as a public private partnership between WMATA and The JBG Companies, at the Twinbrook Metro Station. This area is zoned TS-R (Transit Station, Residential). This development is in keeping with the vision that resulted from the Twinbrook Metro Station charrette.

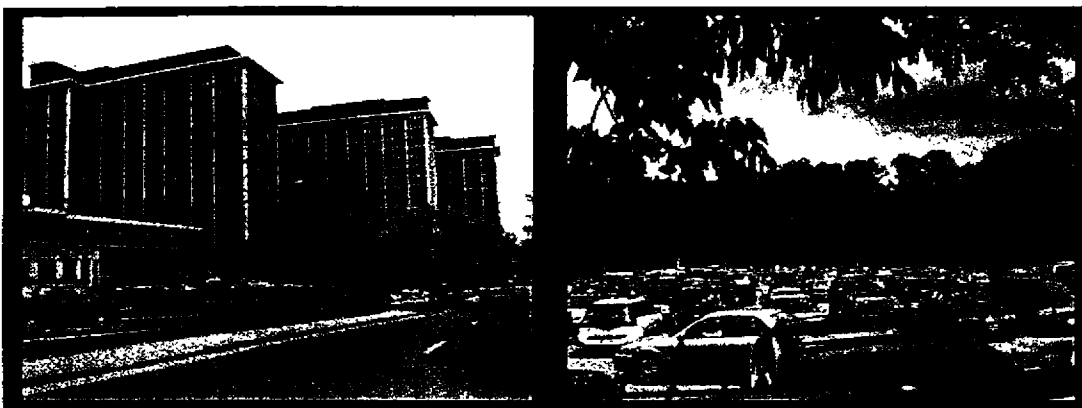


- The Health and Human Services building (1,400,000 square feet) and the adjacent parking lots located to the north and south of the building have recently changed hands. The new owners have expressed interest in developing these vacant sites, which are currently zoned R-200 and I -1.
- U.S. Pharmacopeia plans to construct a new 157,000-square foot building and a structured parking garage at Twinbrook Parkway and Fishers Lane. The building is intended to accommodate its existing staff, presently located in several buildings in the planning area.

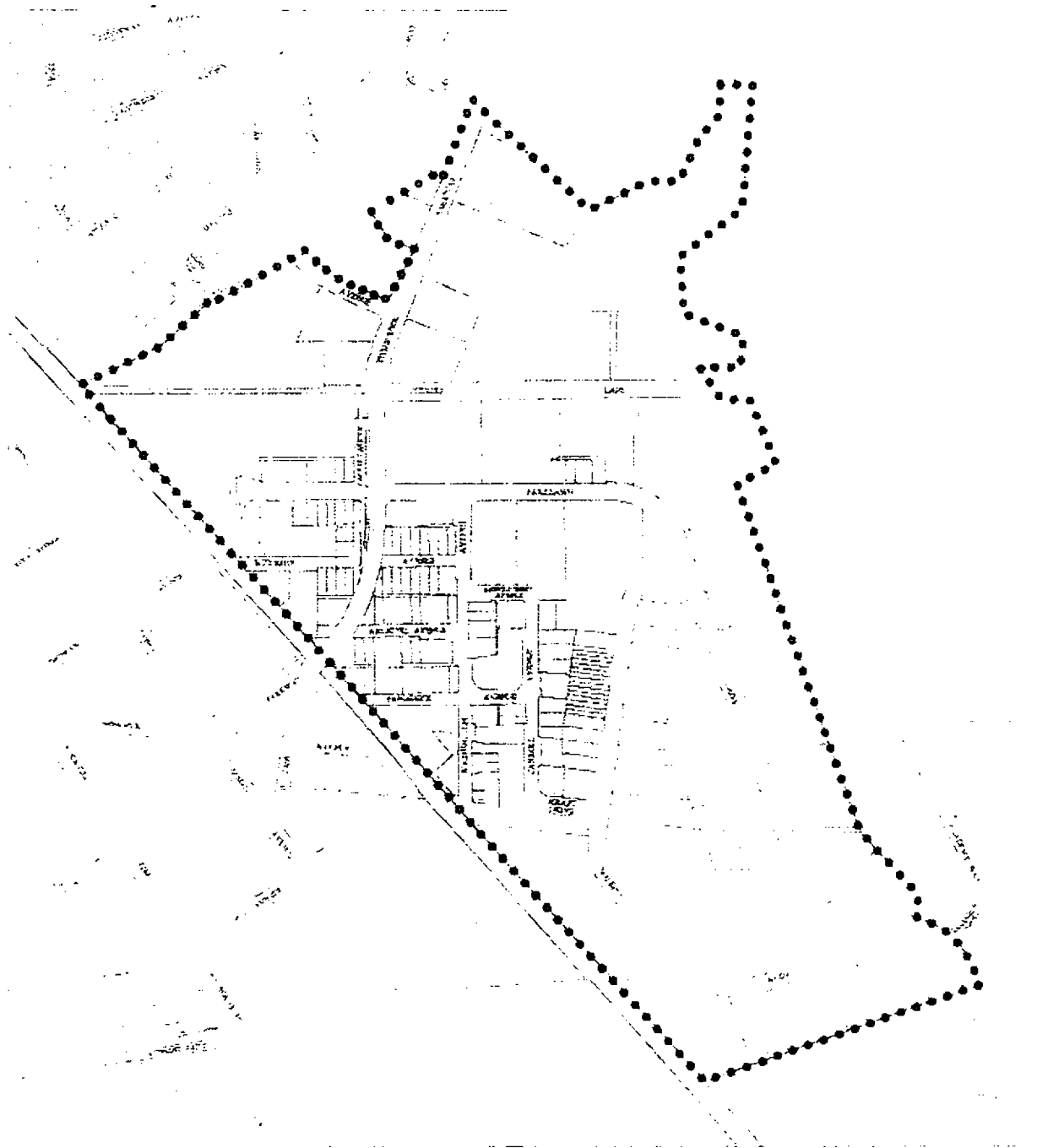


## PROPOSED SECTOR PLAN BOUNDARY

The Twinbrook planning area is located three miles north of the Beltway, adjacent to the City of Rockville. The Sector Plan area is defined as that area of Montgomery County within walking distance of the entrance to the Twinbrook Metro Station. The Sector Plan's eastern boundary has been extended to include the parking lot located northeast of the HHS building. The Plan's southern boundary has been adjusted from the 1992 Plan to include the remaining light-industrial zoned land in Twinbrook. The 1992 Sector Plan's boundary splits this industrial district in half, which would prohibit staff from taking a comprehensive zoning and urban design approach to this area if the boundary is not expanded. The proposed Sector Plan area incorporates 172 acres. The Sector Plan's proposed northern boundary is along the boundary of the City of Rockville. The eastern planning area boundary is adjacent to Parklawn Cemetery. The proposed southern boundary is along the future Montrose Parkway right-of-way, and the CSX rail line is the Plan's western edge.



# PURPOSED SECTOR PLAN BOUNDARY



XC

XC

1992 Plan Boundary

Master Plan Area Boundary



0 600



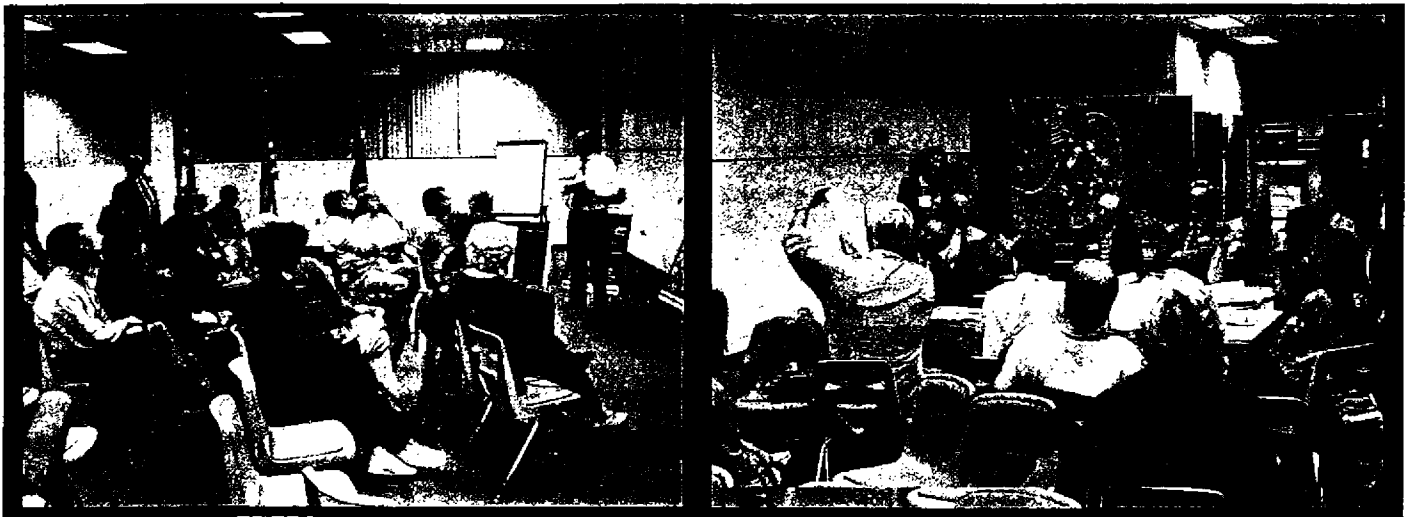
## PROPOSED OUTREACH STRATEGY

The staff recommends an outreach strategy to provide a wide range of opportunities for citizens, employees, property owners, and developers to fully participate in the planning process. One-on-one meetings will be held with representatives of these four groups, and with the City of Rockville's Department of Community Planning. The intent of these meetings is to: identify and contact the small business located south of Parklawn Drive, understand the development community's vision for vacant or underdeveloped parcels, communicate with the residential community to verify the issues and recommendations articulated during the *2000 Twinbrook Charrette*, and identify any additional concerns that should be included.

Because of the extensive work developed prior to the start of the Sector Plan and the small size of the planning area, the staff proposes working directly with the neighborhood associations, business and property owners, and the government agencies, rather than through a Master Plan Advisory Group. Large participatory meetings, including a charrette, are the proposed vehicles for interactive participation among the different groups. Smaller meetings will also be used in the process to supplement ideas and work through the elements of planning.

### Public Meetings

***Large Participatory Meetings*** — A community-wide charrette will be held early in the process to bring the entire community together (developers, institutions, small businesses, and the surrounding residential community). It will establish a vision for Twinbrook, identify characteristics, and recommend actions. Other large group meetings will follow the charrette to provide opportunities for participants to identify the range of opportunities and constraints, to develop, illustrate and present their ideas, and to collectively comment. Facilitation in Spanish and Chinese will be provided.



- **Focus Groups and Small Group Meetings** — The large group meetings will be supplemented with the following:
  - **Meetings with the business community:** Large participatory meetings and smaller focus group meetings will be held with the small business community located in the light industrial areas. These meetings will identify the small business community's needs and discuss both opportunities and constraints of the existing industrial zone, address parking requirements, review the need for expansion issues, identify issues associated with the development standards, and discuss compatibility issues in this urban area.
  - **Meetings with the residential community:** Staff will meet with the surrounding residential community to provide an opportunity for additional input for the large participatory meetings.
  - **Meetings with government employees:** Meetings with government employees will be held to solicit input from government officials.
  - **Meetings with local government:** Staff will meet with the Department of Public Works and Transportation, the Housing Opportunities Commission, the Department of Housing and Community Affairs, and other County agencies to seek their participation during the planning process.
  - **Meetings with other groups** (the I-270 Technology Council and the Urban Land Institute): The Urban Land Institute has agreed to sponsor, with the Department of Park and Planning, a workshop to address zoning issues.

*Note:* Provision will be made at meetings for translation services for all groups who request the service.

## CONTACT METHODS

The following methods will be used to provide access to the community during the Sector Plan process:

- **Brochures and mailings:** In anticipation of restricted access to governmental institutions and recognizing the time constraints of small business owners, a brochure has been developed for wide circulation in the planning area. The brochure provides an overview of the major issues facing Twinbrook and the I-270 Corridor, explains a sector plan, outlines a tentative schedule, and describes how interested constituents can participate. Brochures will be translated into Spanish and Chinese. Other flyers and notices will be developed and mailed as needed throughout the process.
- **E-Communications:** A Twinbrook Sector Plan website has been created to provide information on the project schedule, upcoming meetings, planning process updates, and the opportunity to download plan documents. In order to address the concern of limited access to government employees, a "Tell Us What You Think" form will be added to the site. The address is: <http://www.mc-mncppc.org/twinbrook>

# TWINBROOK SECTOR PLAN

## JUNE 28 COMMUNITY MEETING SUMMARY

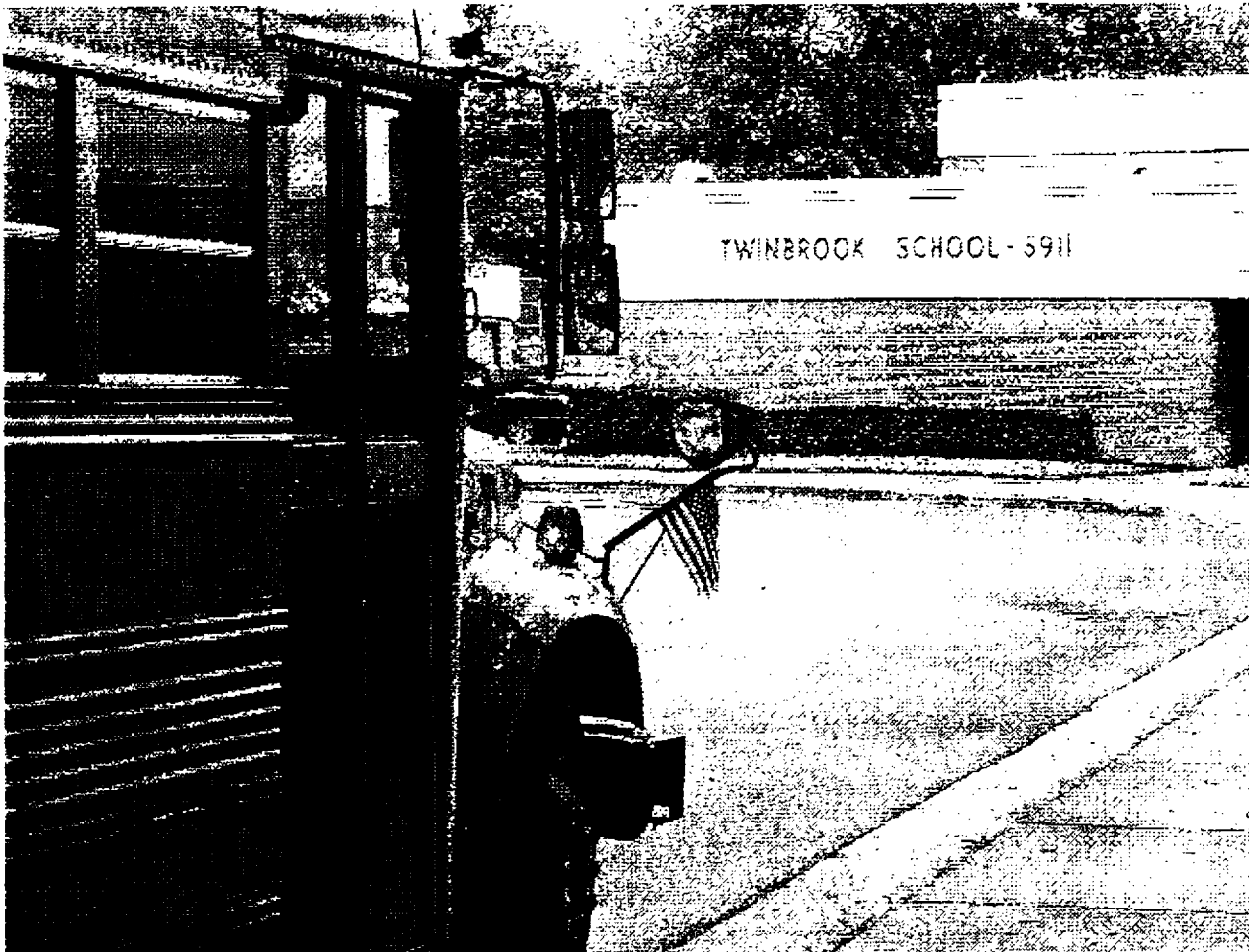


Working Together...  
What We Value in the Twinbrook Community



THE MARYLAND-NATIONAL CAPITAL PARK AND PLANNING COMMISSION  
[www.mc-mnccppc.org/twinbrook](http://www.mc-mnccppc.org/twinbrook)

## TWINBROOK SECTOR PLAN KICKOFF MEETING SUMMARY



### **INTRODUCTION:**

The June 28<sup>th</sup> meeting held at Twinbrook Elementary School served as both an introduction as well as a kickoff to the Twinbrook Sector planning process that will take place throughout early 2006. In addition to staff members from the Community-Based Planning Division, over 55 community members including residents, business owners, developers, property owners, government officials and the media were in attendance. Facilitators were also present from Search For Common Ground, and the Conflict Resolution Center of Montgomery County.

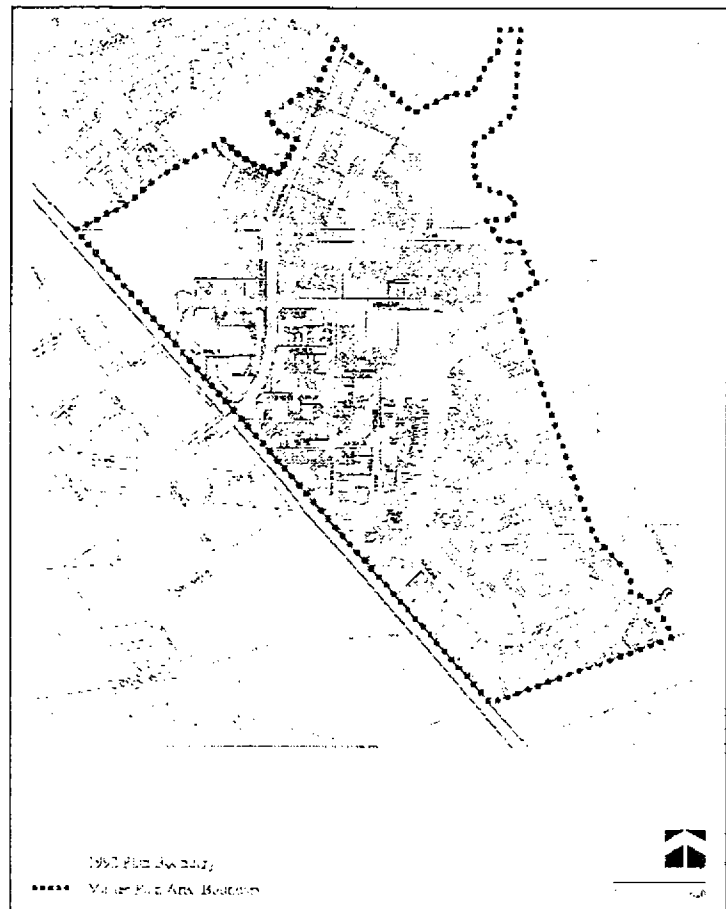
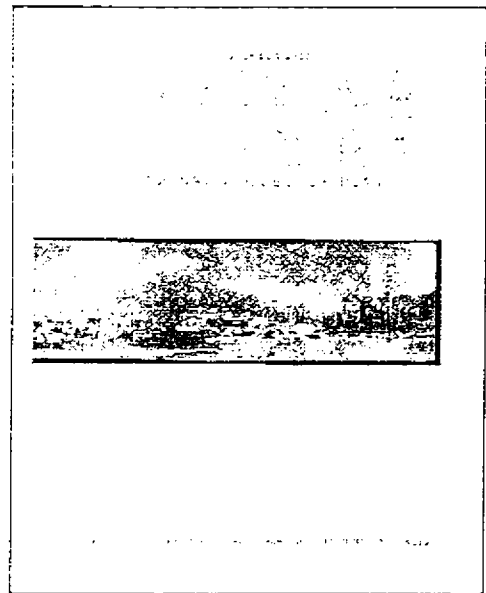
Sandy Tallant, Lead Planner for the Twinbrook Sector Plan, gave a presentation outlining the existing adopted North Bethesda/Garrett Park Sector Plan which includes Twinbrook, and the 2000 Charrette; as well as subsequent steps scheduled to occur in developing a new Sector Plan for Twinbrook, including large community meetings, workshops, and focus groups. These efforts will culminate with the Staff Draft of the Sector Plan due in December 2004.

Kristin O'Connor of the Community-Based Planning Division discussed the vision proposed in the "Purpose and Outreach Report," which includes nurturing transit-oriented development, advanced technology and biotechnology uses, and a mix of housing opportunities.

Another important part of the presentation illustrated the geographical boundaries of the Sector Plan area. The Twinbrook planning area is located on the southern boundary of the City of Rockville. It is bound on the east by the CSX line and to the west by Parklawn Cemetery.

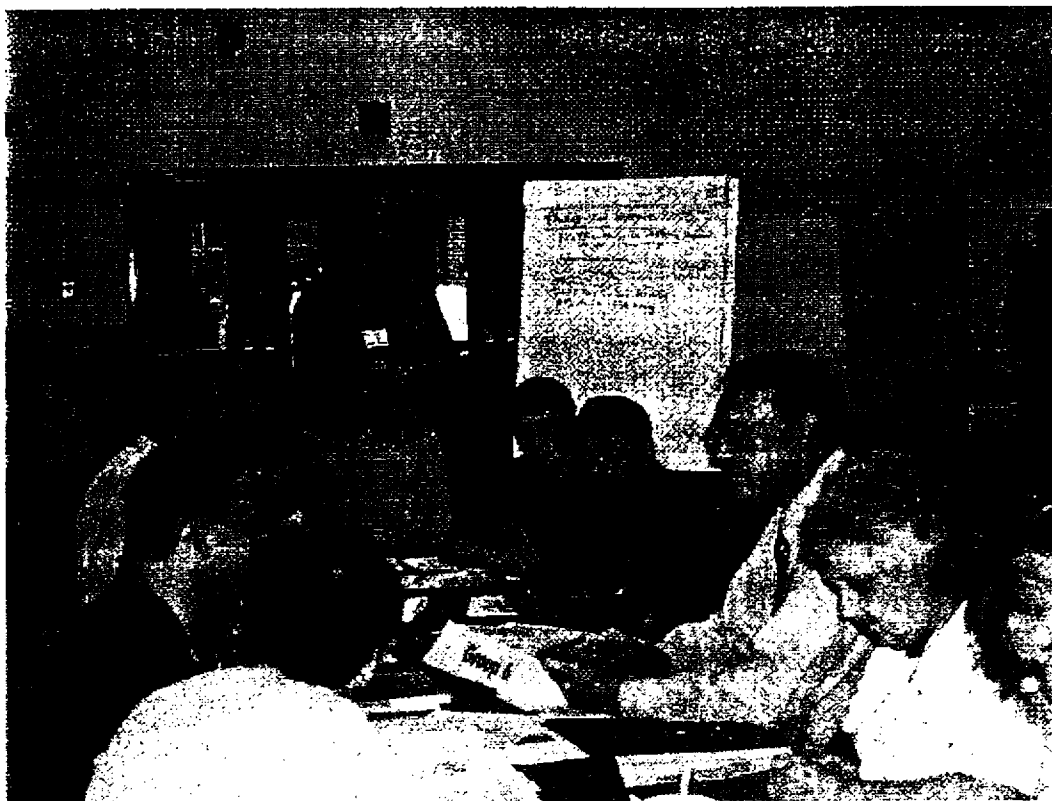
Jim Wasilak, from the City of Rockville, gave a brief presentation on upcoming planning efforts that will be initiated in the Twinbrook area by the City.

After the presentation community members participated in an exercise and a facilitated discussion about the qualities they value most about Twinbrook, and elements in the Twinbrook Sector that needed improvements. This exercise was performed individually, and then in groups. Ideas reflected the thoughts of six different groups. One member from each of the six groups presented the results to the entire audience of participants. A summary of these findings follows.



## SUMMARY:

Several elements were consistent throughout the seven groups in both the “valuable existing” and “improvement” categories. Many people valued the area’s proximity to schools, Metro and shopping; while traffic and walkability were major concerns for improvement.



Workshops and a large community meeting will be held in July 2004 as follows:

### **TWINBROOK WORKSHOPS IN JULY**

#### **WORKSHOP #1 – ESTABLISHING ADEQUATE SERVICES**

**Establishing adequate services to support an advanced technology/biotechnology center at Twinbrook, including: housing, schools and transportation, and other community services.**

**DATE: MONDAY, JULY 12, 2004**

**PLACE: TWINBROOK COMMUNITY CENTER**

12920 Twinbrook Parkway, Rockville, MD

**TIME: 1:00 PM – 3:00 PM**

## **WORKSHOP #2 – BUILDING AN ADVANCED TECHNOLOGY / BIOTECHNOLOGY CENTER**

**Building an Advanced Technology/Biotechnology Center** at Twinbrook. Join the discussion on exploring how to create an appropriate scaled world-class center near Metro. Discuss how *'quality of life'* factors into the development equation.

**DATE: TUESDAY, JULY 13, 2004**

**PLACE: TWINBROOK COMMUNITY CENTER**

12920 Twinbrook Parkway, Rockville, MD

**TIME: 1:30 PM – 3:00 PM**

## **WORKSHOP #3 – PROVIDING OPPORTUNITIES IN THE LIGHT INDUSTRIAL AREAS**

**Providing opportunities in the light industrial areas** of Twinbrook for property and business owners. Participate in discussions on how to strengthen existing businesses and accommodating the addition of biotechnology incubator uses.

**DATE: TUESDAY, JULY 13, 2004**

**PLACE: TWINBROOK COMMUNITY CENTER**

12920 Twinbrook Parkway, Rockville, MD

**TIME: 3:30 PM – 5:30 PM**

## **EVENING MEETING: OVERVIEW OF JULY WORKSHOPS**

Present an overview of the July workshops to participants and the community

**DATE: WEDNESDAY, JULY 14, 2004**

**PLACE: TWINBROOK ELEMENTARY SCHOOL**

5911 Ridgway Avenue, Rockville, MD

**TIME: 7:30 PM – 9:30 PM**

## **GROUP 1**

### **WHAT IS VALUED:**

Safe neighborhoods

Single family homes

Walking access to elementary schools

Good amenities including shops and restaurants

Separation of uses

Parks and pool

Moderately priced housing

Access to Metro

Bike paths and pedestrian paths

### **THINGS TO IMPROVE:**

Lighting of sidewalks

Parks and trees

Traffic improvements

More government parking

No through traffic – go around

More good pedestrian walkways



## **GROUP 2**

### **WHAT IS VALUED:**

City-County Conflict

Walkability

Access to Metro

Community concept

Diversity

Services and shopping



## **THINGS TO IMPROVE:**

City-Council Conflict

Lighting

Bike and pedestrian paths

Parking

Traffic and Noise

Police and Security

"Buffer" between zones and uses

## **GROUP 3**

## **WHAT IS VALUED:**

Close to Metro

Close to work and home

Geographic location in proximity to Frederick and Montgomery Counties

Close to schools

Close to major roads (MD-355 and I-270)

Close to businesses and shopping

Close to family

## **THINGS TO IMPROVE:**

Too much traffic

Need more parking

Need better access to I-270

Community character improvements

Signage

Landscaping

Street lighting

Difficult to walk



Sidewalks

Service improvements

Places employees will stay at or play at after work

Improved retail mix

Things to do

More diversity of housing

#### **GROUP 4**

##### **WHAT IS VALUED:**

Ability to walk to destinations

Diversity in the community

Good shopping and entertainment

Small business opportunities

Trees

Easy access to major roads

Access to Rock Creek Park, and Metro

Affordable housing

Offers an oasis for light industry

##### **THINGS TO IMPROVE:**

Traffic flow on Twinbrook Parkway

Timing of traffic lights

Bus stop placement

General appearance

Higher and better use of land (especially vacant lots near HHS)

Establish pedestrian walkways under Twinbrook Parkway

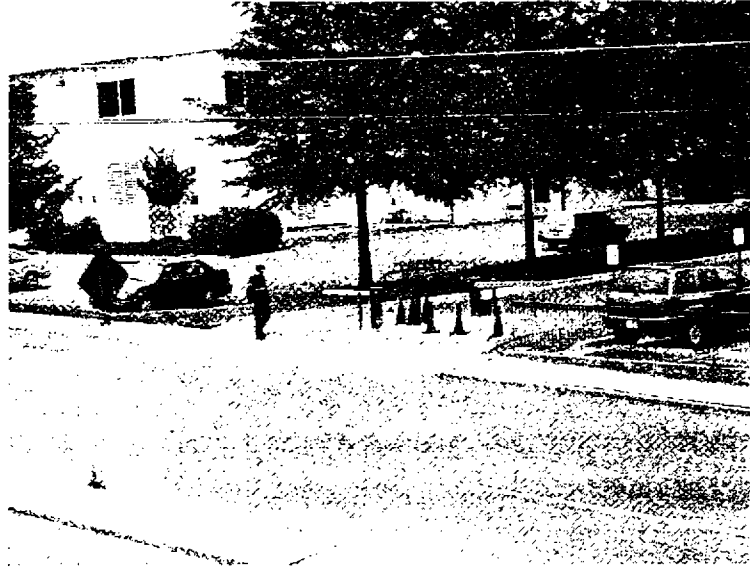
Higher density at the Metro



## **GROUP 6\*\***

### **WHAT IS VALUED:**

- Small town feel (suburban, not urban)
- Trees and greenspace
- Rock Creek Park
- Easy access to family needs, transportation
- Right distance from DC
- Single family homes
- Strong housing market
- More affordable cost of living
- Security



### **THINGS TO IMPROVE:**

- Traffic – transportation and parking considered first, where do more cars go
- Underground utilities
- Add sidewalks
- Maintain roads
- Create jobs for local residents
- Maintain affordable housing

## **GROUP 7**

### **WHAT IS VALUED:**

- Richard Montgomery High School
- Metro\*
- Access to 355 and other major roads\*
- Variety of commercial land use (small businesses)\*
- Community\*
- Diversity\*

Affordable housing

Property values

Access to parks

Low traffic in neighborhoods

Diverse living spaces

**THINGS TO IMPROVE:**

Traffic

Under provide parking (to encourage more transit use)

Provide community policing

Improve housing stock

Business aesthetics

Security for business vehicles

Improve vehicular and pedestrian connections

More bike lanes

Roll back Metro fares including parking fares

*\* Indicates it was highlighted by the group*

*\*\* There was no group 5*

# WORKSHOP SUMMARY

## HOUSING

- Increased demand for larger units (2-3 bedroom)
- Need for Affordable Housing
  - More Moderate Price Dwelling Units (MPDU'S) in new housing developments in Twinbrook
  - Need for 3 bedroom units in MPDU'S

# WORKSHOP SUMMARY

## SCHOOLS

- Concern that there will be overcrowding due to new housing in the study area (esp. elementary school)
- Developers should provide funding for schools

# WORKSHOP SUMMARY

## TRANSPORTATION

### ROAD CONGESTION

- Twinbrook Parkway (Veirs Mill to Rockville Pike), 5 pm to 6 pm
- Along Rockville Pike (from White Flint to Route 28)
- Edmonston Rd/Rt 28/Twinbrook Parkway/First St.
- Need another East/West connection

### PARKING

- Parking at Metro is impossible after 8:30 am
- No Parking at Rockville Metro
- Parking problem in Twinbrook started when the Grosvenor parking lot was closed due to construction

# WORKSHOP SUMMARY

## METRO

- Lack of capacity, no seats on Metro cars at Twinbrook
- Need for lighting in community around the Metro station
- Lack of ride-on service, need to extend service
- Ride-on can be considered disruptive by neighbors (noise, speed, frequency)

## CUT-THRU TRAFFIC

- Neighborhood street traffic
- Coordination with State Highway Administration

## BICYCLE ROUTES

- Two lanes of parked cars (Crawford, Lewes, Ardennes)  
no room for bikeways

## BUS STOP



# WORKSHOP SUMMARY

## CONNECTIONS

- Make connections between Twinbrook Commons and the Health and Human Services building along Fisher's Lane – These buildings are primary focal points for Twinbrook
- Metro station is a primary focal point

## PROPOSED USES

Street-level retail/residential/office-serving uses

Health and Human Services building employees

# WORKSHOP SUMMARY

## GREEN SPACE AND PUBLIC REALM

- The Twinbrook Plan Area needs good streets, pleasant walks, and greenery
- Walkability around Metro, need better sidewalks to Metro and Rt. 355
- Parklawn Cemetery could provide open space
- Streets/open space need to be usable, places to sit/stay
- Opportunities to develop the urban edge

# WORKSHOP SUMMARY

## PROPOSED USES

- Street level retail/residential/office-serving uses
- Uses that service the employees

# WORKSHOP SUMMARY

## **ADVANTAGES OF OPERATING A BUSINESS IN TWINBROOK**

More central location; proximity to I-270 and I-95  
Labor pool within walking distance  
Tight-knit business community  
Stable businesses (auto shops, rental co., construction co, electrician)

## **DISADVANTAGES**

No organization in the business area  
Uncertainty about the future of the area  
Lack of Parking  
Poor conditions of side streets

## **Twinbrook Sector Plan**

September 2004

Through a series of focus groups and community meetings, staff has gathered a baseline of opinions and information about Twinbrook from the people who live and work there. These insights into the area's daily life and evolving character will be used to shape the Plan and its recommendations.

### **Summary of Focus Groups and Community Meetings Findings**

Both residents and businesses like Twinbrook's **location**. They cite Metro access, and access to major roads (MD 355, I-495, I-270), as assets. They also value the area's existing walkability via bike and pedestrian paths. Businesspeople point out that some of their staff commute via Metro or buses. Residents appreciate and want to maintain the low traffic volumes in their neighborhoods.

Another positive aspect of Twinbrook is its place in the larger geographic area – its location in the center of Montgomery County and its proximity to Frederick County and District of Columbia put it close to supply sources, a labor pool, and a range of jobs.

The business community, values its cluster of similar **uses**, both biotech and light industrial. One participant called the area an "an oasis for light industry." Both types of businesses look for expansion and redevelopment opportunities, and point out that there is no place to move light industrial uses if not in Twinbrook; they would have to go out of the county.

Along with expansion capability, **businesses** identified other needs including, Make affordable urban design improvements, more HHS employee parking and parking in general, enforcing parking regulations. Businesses suggested developing a parking district and garage.

Those who live in Twinbrook value its moderately priced **housing**, and reasonably strong property values. They also appreciate the separation of housing from commercial development and the area's small town character, feeling the area's neighborhoods are safe. Residents like the area's diversity in population and living opportunities and that they can be close to family, schools, work, libraries, shops, and transportation.

Residents value access to parks & recreational **amenities** including Rock Creek Park, swimming pools, neighborhood parks, bikeways, and the area's green, tree filled environment. They also feel Twinbrook has good commercial amenities, including shops and restaurants

Residents do note that though the area has a low crime rate, they have seen a change in character since the homeless shelter was established, including those turned away from the shelter relieving themselves in inappropriate places and entering Amalfi's and bothering customers.

Residents and businesspeople identified the following changes they'd like to see in the Twinbrook area.

### **Circulation and Parking**

- Improve access to I-270 and Metro, including the visual character and functional quality of the routes
- No thru traffic in single family residential areas
- Improve character of intersections at Veirs Mill and Twinbrook Pkwy, the Twinbrook Parkway bridge, and along Parklawn Drive
- Improve the condition of side-streets and resolve the dangerous truck traffic
- Create more vehicular, pedestrian and bike connections, improve the quality of existing paths and roads, and place the bus stops to be convenient
- Address parking facilities and enforcement with more parking overall and in particular at Health and Human Services. Also consider reducing parking fees

### **Community Character**

- Improve signage
- Add more landscaping and street lighting
- Better maintain roads
- Improve lighting, add more sidewalks, and improve walkability throughout the area by increasing walkable amenities
- Add more parks and trees
- Make businesses look more aesthetically pleasing

### **Service Improvements**

- Create places and spaces employees will stay at or play at after work
- Improve the retail mix
- Create more things to do

### **Housing**

- More diversity of housing
- Maintain affordable housing
- Improve housing stock
- More pedestrian accessible housing
- Police and security for residents, businesses and pedestrians
- Address change in character resulting from the opening of the Homeless Shelter

### **Land Use and Zoning**

- Add/keep "buffer" between zones and uses
- Political and developer pressure to rezone
- Establish zoning that allows business expansion and redevelopment
- Create higher density at the Metro
- Explore higher and better use of land (especially vacant lots near HHS)

### **Possible Plan Approaches and Recommendations**

- Support existing business expansion; don't limit future development options
- Allow office uses
- Include incubator space for biotechnology spin-off companies
- Allow biotechnology support industries (such as: Cryonix, BioRelience)
- Allow small scale biotechnology and advanced technology manufacturing
- Accommodate Washington Avenue truck traffic
- Increase pedestrian safety throughout the area and particularly crossing Twinbrook Parkway (about 15 accidents/month and many pedestrian accidents; cars speed up when they come over the hill)
- Consider pedestrian overpasses (though they can be problematic as well)
- Put No Right Turn On Red signs on busy streets to improve pedestrian safety
- Consider developing a parking district and metered garage parking, which would be good for the restaurants

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## SECTOR PLAN PROCESS AND SCHEDULE

**PURPOSE AND OUTREACH REPORT TO  
THE PLANNING BOARD**  
November 2003 – November 2004

**PUBLIC MEETING**  
November 2003 – November 2004

Staff, property owners, civic groups, individuals and  
public agencies share information

**STAFF DRAFT**  
December 2004

Planning Board reviews Staff Draft, modifies as  
necessary, and publishes Draft Plan  
for Public Hearing

**PUBLIC HEARING DRAFT PLAN**  
January 2005

Planning Board reviews public testimony, and  
Executive comments at Planning Board  
work sessions

**PLANNING BOARD WORKSESSIONS**  
February – June 2005

**PLANNING BOARD (FINAL) DRAFT PLAN**  
August 2005

Planning Board adjusts Public Hearing Draft and  
produces the Final Draft to be transmitted to the  
County Council

**COUNTY COUNCIL WORKSESSIONS**  
September – February 2006

County Council will hold public hearing s and work  
sessions and amend Planning Board Draft

**APPROVED AND ADOPTED SECTOR PLAN**  
February 2006





# MAYOR AND COUNCIL WORKSESSION

NO. 3 (6) DEPT.: Community Planning and Development Services DATE: October 11, 2004  
CONTACT: Jim Wasilak, Chief of Long Range Planning

## SUBJECT FOR DISCUSSION:

Rockville Pike Corridor Neighborhood Plan Update

To review the process and discuss various issues related to the update of the Rockville Pike Corridor Neighborhood Plan

## ORDER OF DISCUSSION:

1. Planning Area Background
2. Recommended Planning Process
3. Next Steps

## GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED:

The Rockville Pike Corridor Neighborhood Plan was adopted in 1989. The Plan established the future direction of Rockville Pike, including a mix of land uses, institution of streetscape and urban standards and traffic improvements. In addition, the establishment of the Twinbrook Metro Performance District provides for an urban development pattern in close proximity to the station.

The Planning Area is bounded on the north by Richard Montgomery Drive and Dodge Street; to the west by Fleet Street, Woodmont Country Club and East Jefferson Street; to the east by the Metro/CSX tracks and to the south by the City boundary (See Attachment 1).

### 1. Planning Process

The planning process for the Rockville Pike Corridor Plan update will begin with a Community Issues and Opportunities workshop with a group of stakeholders in the corridor. This will be a focus group meeting that will identify and highlight issues in the corridor from the stakeholders' perspective. The formal kickoff of the process will be at a community meeting where other persons, groups, etc., can provide additional input into the process. The process will be guided by an Advisory Group appointed by the Mayor and Council that will provide feedback to staff and the consultants throughout the process. The Advisory Group will consist of a broad cross-section of corridor stakeholders, including residents, business owners, commercial property owners, and developers. Due to the complex nature of issues in the corridor, a consultant team will be brought on board to provide technical assistance. Once the Advisory Group is formed, staff representatives from various departments will also be involved in the process. It is anticipated that the Advisory Group may divide into technical committees at a point in the process, in order to focus on issues related to the Metro Performance District and the remainder of the corridor.

When a preliminary draft is completed by the Advisory Group, a community meeting will be held to present the preliminary draft to the community at large in order to obtain feedback. After considering input from the public, the Advisory Group will then issue a recommended draft for formal consideration by the public, and the Plan review process will begin. A Planning Commission public

hearing is required, after which the Commission will make changes as it sees fit, and approve the Plan with a recommendation to the Mayor and Council to adopt the Plan. The Mayor and Council will also hold a public hearing and eventually will adopt the Plan.

## **2. Issues to be Addressed by the Plan**

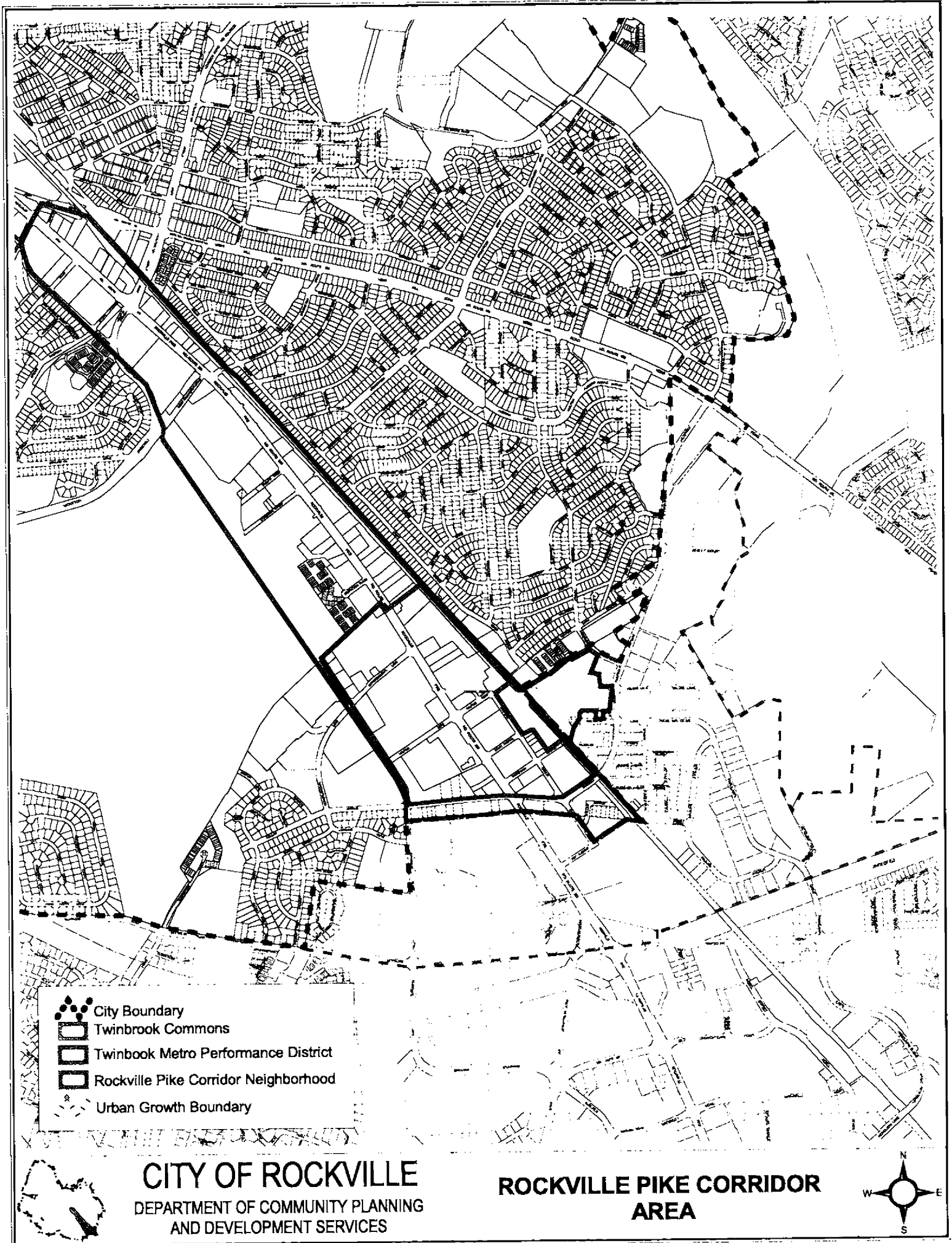
Issues surrounding urban design, the mix of land uses and traffic congestion continue to be raised with development along the Rockville Pike corridor as it has developed under the existing Plan. The Plan recommends a mix of office, retail and residential uses throughout the Rockville Pike corridor subject to specific urban design standards (See Attachment 3 for a Plan summary). Redevelopment has occurred in a piecemeal fashion as can be expected as individual property owners undertake projects. In some locations, the appearance of the Pike has been transformed, such as along the southern Pike near Congressional North, Congressional Plaza and Congressional Village. More redevelopment is highly likely, and some large parcels still exist with redevelopment potential, particularly in the Twinbrook Metro Performance District. Pending joint development at the Twinbrook Metro station will likely spur additional development pressure. Some redevelopment may occur on parcels that are currently outside the City that would be annexed. Currently, the Plan does not address how these parcels would be treated.

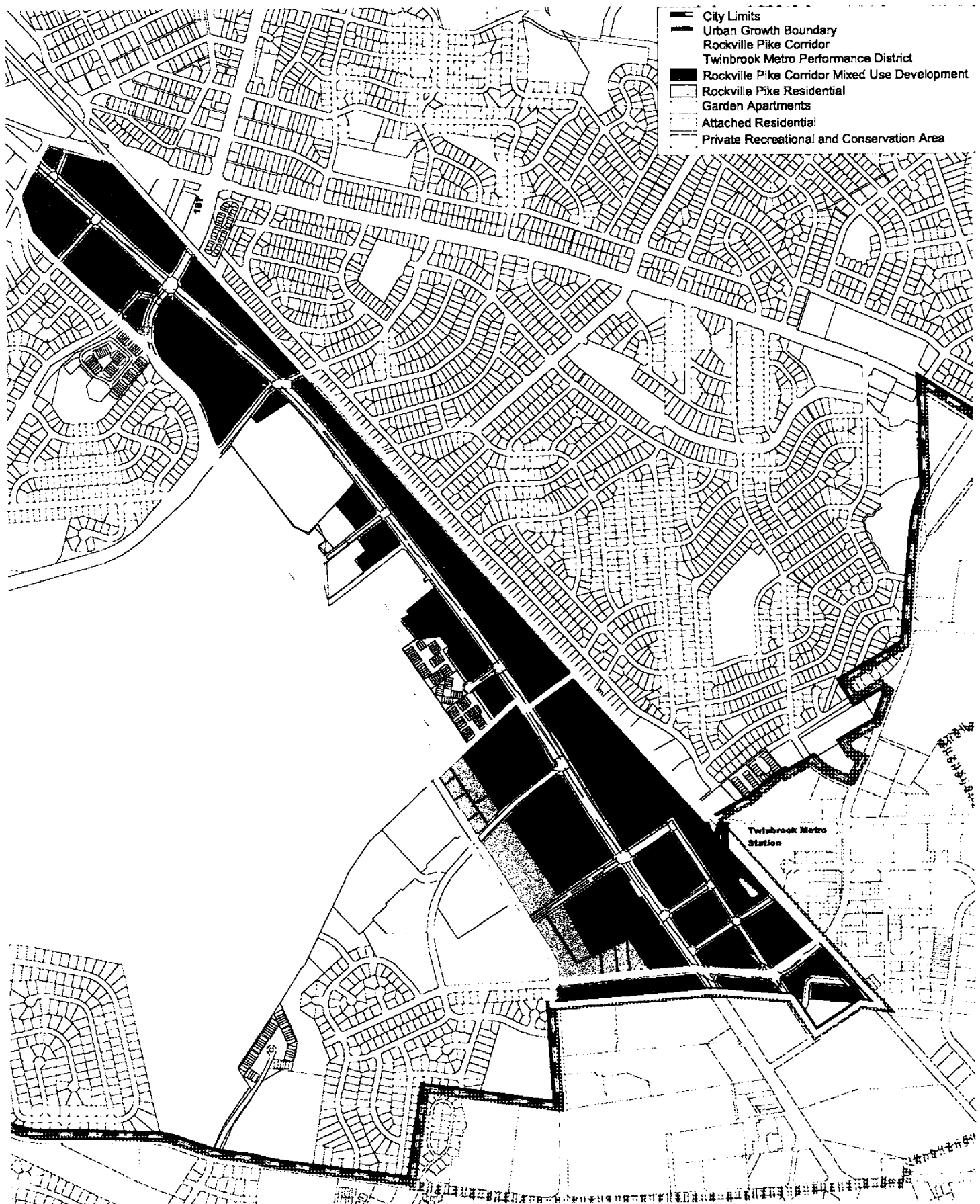
Despite redevelopment efforts, vehicular traffic congestion continues to be problematic, as the corridor is a significant regional retail destination. Peak hours of congestion have extended normal rush hours to weekend peak shopping periods. As the corridor transitions to a more urban development pattern with an increasing residential component, alternate transportation system links including pedestrian, bicycles and transit connections will become critical.

Given the emerging development pattern along Rockville Pike under the existing neighborhood plan, an evaluation of the effectiveness of the Plan recommendations is in order. This should be a key component of any analysis of the Plan. Fundamentally, the goals and objectives of the Plan may be appropriate; however, the details in the form of zoning regulations, design standards and traffic impact mitigation, among others, should be examined and confirmed or altered to be more effectiveness in achieving the vision for the Rockville Pike corridor (See Attachment 4).

### **LIST OF ATTACHMENTS:**

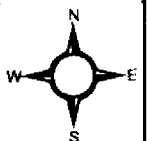
1. Maps of Planning Area (Planning areas, Planned Land Use, Zoning)
2. Summary of Rockville Pike Corridor Neighborhood Plan update process
3. Summary of Rockville Pike Corridor Plan
4. Staff memo on Potential Issues and Direction

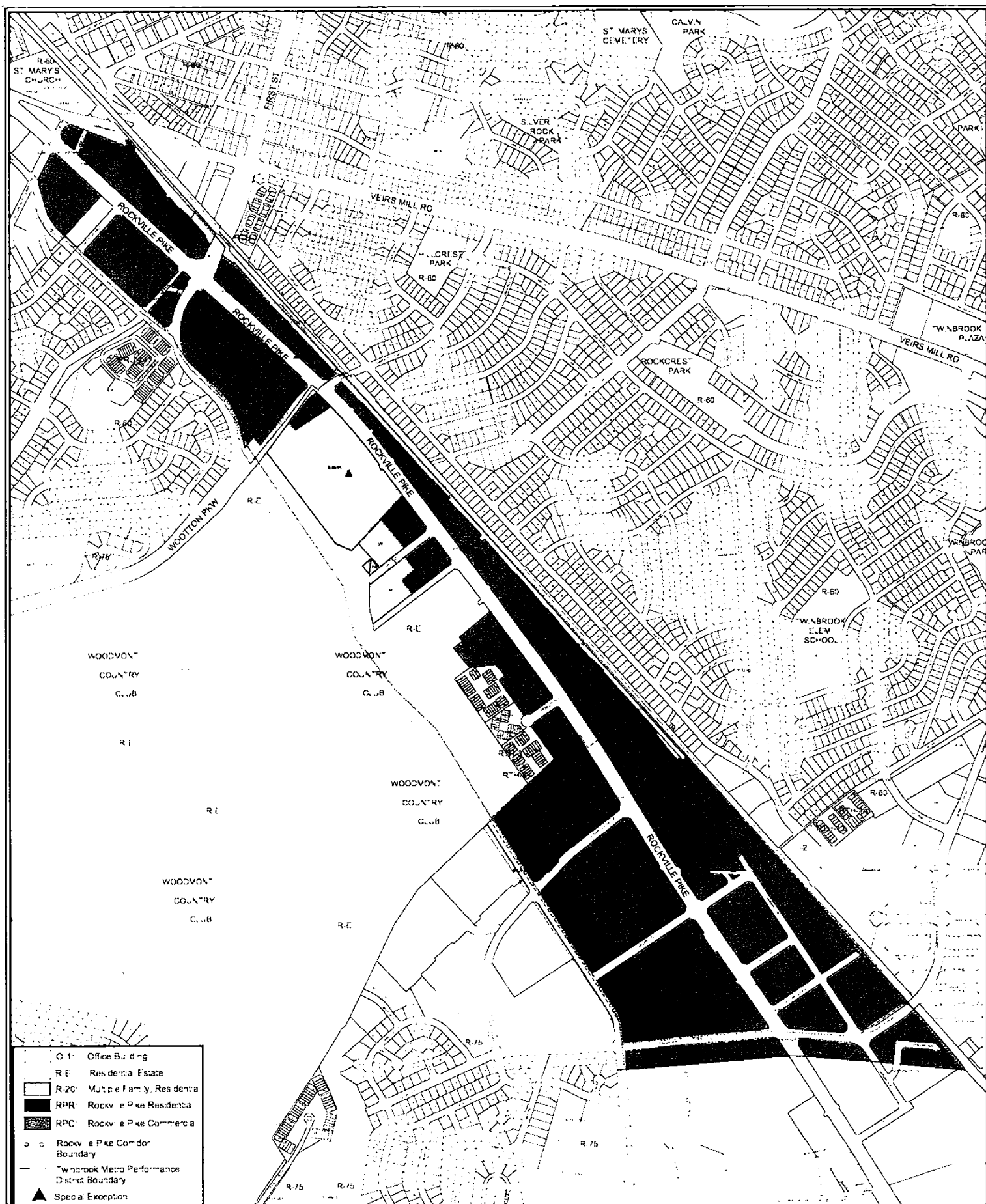




**CITY OF ROCKVILLE**  
DEPARTMENT OF COMMUNITY PLANNING  
AND DEVELOPMENT SERVICES

**Planned Land Use**  
**Rockville Pike Corridor**





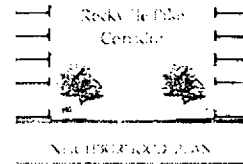
**CITY OF ROCKVILLE**  
DEPARTMENT OF COMMUNITY PLANNING  
AND DEVELOPMENT SERVICES

ZONING MAP OF THE CITY OF ROCKVILLE, MARYLAND, DATED  
JANUARY 1, 1975, AS AMENDED BY COMPREHENSIVE MAP  
AMENDMENT AS OF AUGUST 4, 2003

**E-3**



**Rockville Pike  
Neighborhood Corridor Plan: Update**  
*Proposed Schedule*



**October 2004: Community Issues and Opportunities Workshop**

This workshop will be an interactive meeting where planning staff will attempt to gain initial insight into the issues and opportunities of the Rockville Pike corridor planning area prior to the formal "kick-off" of the planning process. The workshop will be designed for a group of about 25 people. Staff will solicit participants that will reflect a range of interest in the planning area.

**November 2004 – December 2004: Advisory Group Appointment and Formation**

An advisory group is one of the most frequently used public participation methods. An advisory group can assist staff with hosting at-large general meetings, as well as review technical information and make recommendations. The decisions of an advisory group can be made through consensus or by majority vote. Staff proposes an at-large advisory group to assist in the review and update of the Rockville Pike Corridor Neighborhood Plan, including the Twinbrook Metro Performance District. In addition, staff proposes that members from the at-large group be selected to form smaller, technical committees to work on specific elements of the Rockville Pike corridor and the Twinbrook Metro Performance District. Note: The City will also engage the services of a consultant(s) to produce a revised, recommended Plan through informed analysis and public input.

**December 2004 – May 2005: Advisory Group Meetings**

Community meetings are proposed to solicit input from the citizens of Rockville, affected property owners, as well as residents and business tenants along the Rockville Pike corridor. Planning staff will discuss the planning process and introduce the planning area at the "kick-off" meeting. In addition, staff will seek views and preferences concerning the strengths and weaknesses of the overall planning area. The Advisory Group will then hold subsequent meetings that will focus on issues that pertain to the entire Rockville Pike corridor, as well as specific segments of the corridor such as the Twinbrook Metro Performance District. Committees will be formed to address issues in these areas.

**June 2005 – August 2005: Drafting of Plan and Recommendations**

The development of a draft Rockville Pike Corridor Neighborhood Plan will be a significant step in the planning process. A number of tasks will be performed during this phase. For example, the consultant will be compiling all final information and conducting analyses. Staff and the consultant will continue to work with the Advisory Group to review priorities and establish goals and objectives, including recommendations. Finally, the consultant will assemble all the necessary information and prepare a draft Plan for public review.

#### **September 2005: Neighborhood Meeting to Review Draft Plan**

The Advisory Group will host a public forum to present the draft Plan to the public for public comment. The Advisory Group would then be able to address concerns that come up from the community and incorporate them into the draft Plan to be recommended to the Planning Commission. Note: The approved draft Plan requires a 60-day comment period prior to the public hearing.

#### **October 2005: Planning Commission Public Review**

The Planning Commission is required to hold a public hearing on the Plan, and to consider testimony in its deliberations. This will result in a Planning Commission approved draft to be considered by the Mayor and Council.

#### **December 2005: Mayor and Council Review**

Although not required, the Mayor and Council will also hold a public hearing on the Plan. This will ultimately result in the formal adoption of the Plan.

#### **February 2006 – March 2006: Review and Adoption by Mayor and Council**

The Mayor and Council will hold worksessions and adopt the Plan by ordinance. The new Plan will serve as an amendment to the Master Plan for the City of Rockville adopted November 12, 2002, and will replace the 1989 Rockville Pike Corridor Neighborhood Plan.

#### **Rockville Pike Planning Area**

The planning area is generally bounded to the north by Richard Montgomery Drive; to the west by Fleet Street, Woodmont Country Club and East Jefferson Street; to the east by the Metro Red Line/CSX railroad tracks; and to the south by the City boundary near Twinbrook Parkway and Rollins Avenue.

The corridor extends along 1.5 miles of Rockville Pike (Maryland 355) between Twinbrook Parkway and Richard Montgomery Drive within the City of Rockville. This area encompasses 258 acres of land, which contains over 1.2 million square feet of retail space (in shopping centers with 50,000 square feet or more of gross leaseable floor space), 1,015 dwelling units (2004 est.) and 1.1 million square feet of office space. The population in the planning area is approximately 2,317 persons (2004 est.).

The purpose of the existing Plan is to achieve a mix of land uses, improve transportation and circulation and to enhance the streetscape and appearance of the corridor through urban design techniques. The revised Plan may confirm this, or modify the intent of the existing Plan in some way.

# Rockville Pike Corridor Neighborhood Plan (1989)

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## Summary

### Background

Planning efforts for the existing Rockville Pike Corridor Neighborhood Plan began in 1982. The Mayor and Council in cooperation with a private, nonprofit organization called Partners for Livable Places formed the Economics of Amenities Committee. The Committee consisted of individuals and organizations from both the residential and business communities in the City. The Committee was charged with examining the function and appearance of the Rockville Pike corridor within the City. The process lasted two years and resulted in a *Recommended Rockville Pike Streetscape Plan*. Some of the recommendations included:

- Placement of street trees along the roadway edge
- Undergrounding of utilities
- Establishment of gateways at Twinbrook Parkway and the Town Center
- Relocation of the sidewalk from the edge of the road to a safer interior position

In 1984, the Planning Commission appointed an 18-member advisory committee to continue the efforts started by the Economics of Amenities Committee. The Rockville Pike Advisory Committee (RPAC) was composed of representatives from civic associations, property owners and the community at-large. During this time, the City hired a consultant to work with the Planning Commission and RPAC to develop interim solutions and recommendations for the Rockville Pike corridor.

The majority of the RPAC favored a plan that would distribute density along the corridor and include a new zone incorporating an optional method of development. In January 1987, a preliminary draft Plan based on recommendations of the RPAC was issued to the Planning Commission. The revised document, as amended by the Planning Commission, was presented to the Mayor and Council for review and adoption in October 1987.

The Mayor and Council revised the recommendations, and included a new and detailed approach to the Twinbrook Metro Area. This approach involved increasing development near the Twinbrook Metro Station above the rest of the corridor to encourage increased transit use. The Plan was approved and adopted on April 24, 1989.

### Boundary

The 1989 Plan focused on the portion of the Rockville Pike corridor within the City of Rockville. This area was bounded to the north by Veirs Mills Road (MD 28); to the west by Fleet Street, Woodmont Country Club and East Jefferson Street; to the east by the Metro Red Line/CSX railroad tracks; and to the south by the City boundary near Twinbrook Parkway and Rollins Avenue. The above boundary includes planning area 9 and part of planning area 1 (Town Center).



## Introduction

The Rockville Pike Corridor Neighborhood Plan was adopted in 1989. As a result of the Plan, the majority of the corridor was rezoned to a new classification called Rockville Pike Commercial (RPC). The goal of this reclassification was to help promote a mix of uses. Previously, most of the corridor was zoned C-2, which allowed retail and office development exclusively. The Rockville Pike Residential (RPR) zone was established along the east side of East Jefferson Street and the north side of Rollins Avenue to ensure residential development. In addition to the reclassification, a Metro Performance District was established as an element of the RPC zone near the Twinbrook Metro Station to intensify adjacent development and encourage increased transit use.

The following is a summary of the issues and opportunities, as well as the goals and objectives addressed by the current Plan.

### Issues:

- Retention of retail space and services.
- Improving the appearance of the corridor.
- Impacts of "stand alone" office buildings.
- Increased traffic volumes and congestion due to development in both the City and county.
- Unreliable public transportation services, primarily Metrobus and Ride-On buses.
- Improving pedestrian safety and circulation.
- Increasing housing opportunities.

### Opportunities:

- Location and strength of the market area.
- Low retail vacancy rate.
- Reduction in industrial uses.

### Goal:

The Rockville Pike corridor should seek to offer security, identity and opportunity for Rockville citizens and business-persons. It should serve as the commercial "main street" of the City providing a wide variety of convenience and shopper-oriented retail goods and services. It should offer a variety of mixed-use development, retail, office, and residential opportunities that respond to the diverse needs, opportunities, and expectations of the community and encourage the cooperation between businesses and residents to support this goal.

### Objective:

It is the objective of the Mayor and Council to:

- Encourage the continued economic growth and vitality of the Rockville Pike corridor;
- Emphasize the need for a balanced transportation system that encourages all modes of transportation;
- Expand the retail, office and residential bases affording opportunities to all Rockville residents; and
- Promote a stronger identity for this area as the commercial main street of the City.

## **Policies:**

- Protect existing residential and adjacent neighborhoods from encroachment of commercial land use, excessive traffic, unlawful noise, and pollution.
- Foster an adequate supply of convenience retail activities to serve residents of the corridor and local neighborhoods.
- Encourage mixed-use development to promote combined residential, retail, employment, and entertainment centers within the corridor.
- Encourage cooperation between businesses and residents to support the goal.
- Encourage excellence in urban design and architecture through the review of all projects to make them stand out as an overall statement of the quality and vitality for this area of the City.
- Develop through the comprehensive planning process a plan that would address the traffic and transportation problems created by influences both inside and out of the City.
- Aggressively monitor and seek to influence actions/discussions by the county [and/or] state that impact on the Corridor's planned highway capacity and development.

Below is a summary of the key recommendations for the following planning elements: transportation, land use, urban design, and the Twinbrook Metro Performance District.

## **Land Use: Recommendations**

- Promote a mix of office and retail uses throughout the Pike Corridor.

The majority of Rockville Pike corridor was rezoned to a new zone called the Rockville Pike Commercial (RPC). This zone permits office, retail and residential uses. The base zone has a floor area ratio of 0.35 and a 35-foot height limit. Projects submitted under the Optional Method of Development may achieve a 1.0 FAR, with a maximum height limit of 75 feet. A 1.5 FAR may be achieved in the Twinbrook Metro Performance District, with a maximum height limit of 110 feet if residential uses are included.

- Encourage additional residential development.

The Plan permits housing development in the RPC zone as an element of mixed-use projects. The east side of East Jefferson Street and the north side of Rollins Avenue are designated for up to 60 units per acre under the RPR zone.

- Preserve convenience retail uses to serve local neighborhoods.

The RPC zone requires that not more than 25 percent of the gross leaseable area of any building be devoted to office uses in the base zone. Under the Optional Method, not less than 75 percent of the gross leaseable area of the ground floor of any building shall be devoted to retail uses. The Mayor and Council may modify this requirement during the development review process if unusual or exceptional circumstances are present.

## **Urban Design: Selected Recommendations**

- Within the Rockville Pike right-of-way, the City will require compliance with the streetscape plan (see attached cross section). Crosswalks will be installed at a number of intersections.
- The area immediately south of Dodge Street is identified for moderate intensity mixed-use development.
- The City will extend Fleet Street southeast to Ritchie Parkway between Ritchie Center and the residential neighborhood to the southwest. The residences will be partially protected from the new street by additional landscaping within the right-of-way.
- The Woodmont Country Club is recommended and expected to remain in its current use.
- Talbott Street's existing residential and commercial character will be retained.
- The extension of Chapman Avenue north from Halpine Road will intersect with Rockville Pike north of Congressional Lane.
- The City proposes to extend Congressional Lane as a one-way road northeast to connect with extended Chapman Avenue.
- A hypothetical mixed-use development on the Devlin Lumber Company site might include a residential tower, retail and office space. Chapman Avenue extended would take the northeastern edge of the Devlin Lumber Company property, and Congressional Lane extended would cut the remainder of the Devlin properties in two. While imposing design constraints, the dedication of these roads will permit the same theoretical yields as without the roads since the dedicated area may still be counted for FAR calculations.
- A mixed-use development of Congressional Plaza could include retail space and office with residential along East Jefferson Street. Pedestrian overpasses that would connect with Congressional North and South and the east side of Rockville Pike may improve pedestrian mobility and the marketability of the site.
- Because the land has multiple owners, assembly of the group of properties between the Devlin Lumber Company property, the Rocca property (which currently contains Just Tires, Pier 1 Imports, etc.) and Chesapeake Plaza (containing On the Border) may be difficult. If assembled, these properties might accommodate a Metro-oriented mixed-use development. In addition, the concurrent development would permit the construction of Chapman Avenue with a minimum amount of displacement.
- A mixed-use development on an assemblage of the Rocca Shopping Center and adjacent properties could include apartments, retail space and office space.

# Rockville Pike Corridor Neighborhood Plan (1989)

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## *Summary*

- A hypothetical expansion of Congressional South could contain increased retail, and a combination office, hotel and residential space.
- Twinbrook Square's redevelopment could consist of an office/retail component with a number of residential units oriented to Chapman Avenue.
- Montrose Neighborhood Traffic Control to be designed in cooperation with the Montrose neighborhood and the City.
- The residential character of the Congressional Towers, Rollins Park Apartments and the Montrose neighborhood will be protected.

### **Transportation: Recommendations**

- Fleet Street will be a four-lane business district road and will occupy a 70-foot right of way. This new road will extend from the intersection with Richard Montgomery Drive to Ritchie Parkway and East Jefferson through the Firemen's Carnival Grounds and behind Ritchie Center on existing right of way.
- The northward extension of Chapman Avenue is recommended to connect the mid-Pike area with the Twinbrook Metro Station in order to bypass congested areas.
- The construction of two one-way streets on the east side of Rockville Pike will enhance the local traffic circulation by providing transfer points between Chapman Avenue and Rockville Pike. The westbound leg will contain two lanes running from Chapman Avenue to the main entrance of Congressional Shopping Center. The eastbound leg will have two lanes beginning at Congressional Lane.
- The abandonment of 300 feet of Thompson Avenue east of Chapman Avenue is recommended as part of the redevelopment of the east side of Chapman Avenue.
- Install new traffic signals at locations at the following locations:
  - East Jefferson Street and Halpine Road
  - Rockville Pike/one-way street (south of Congressional Lane)
  - Rockville Pike and Chapman Avenue
- The total number of driveways along the Rockville Pike corridor should be reduced and improved standards for driveway design developed to ease ingress and egress.

## **Urban Design Guidelines**

Below is summary of the urban design guidelines in the RPC zone and Twinbrook Metro Performance District.

### **Build to Line**

The Plan calls for at least 50 percent of the building to be placed on the build-to- line, 135 feet from the right of way centerline.

### **Façade Treatment**

The guideline is meant to delineate the activities occurring on each level.

### **Streetscape Standards**

Along secondary streets, a five-foot wide tree planting strip along the roadway and a ten-foot wide sidewalk at the building line.

### **Minimum Building Line**

The intent is to create a visual continuity of the streetscape.

### **Alternative Building Line**

Greater setbacks are allowed with a minimum of 15 feet and include an additional row of trees on the building side of the sidewalk.

### **Building Envelope**

The intent is to ensure that new development is compatible with surrounding neighborhoods by providing adequate light and air for nearby structures.

### **Rockville Pike Streetscape**

A berm with trees at the road edge, a six-foot wide sidewalk and a service drive.

### **Pedestrian Areas**

Sidewalks, crosswalks, colonnades and awnings, plazas and open spaces, including street furniture are amenities that enhance the pedestrian experience.

### **Public Roadways**

All developments within the Rockville Pike corridor that dedicate a public right of way or easement for improvements shown in the Plan may include the dedicated area in the net lot area for the purposes of calculating FAR.

### **Parking Structure**

Parking structures should be sensitively designed to assure the harmonious integration of each facility with the adjacent commercial and residential development, as well as with the natural environment.

### **Parking Lots**

Parking lots should be screened from view from public roads and adjacent residential or developed areas.

## **Landscape Screening of Non-Similar Uses**

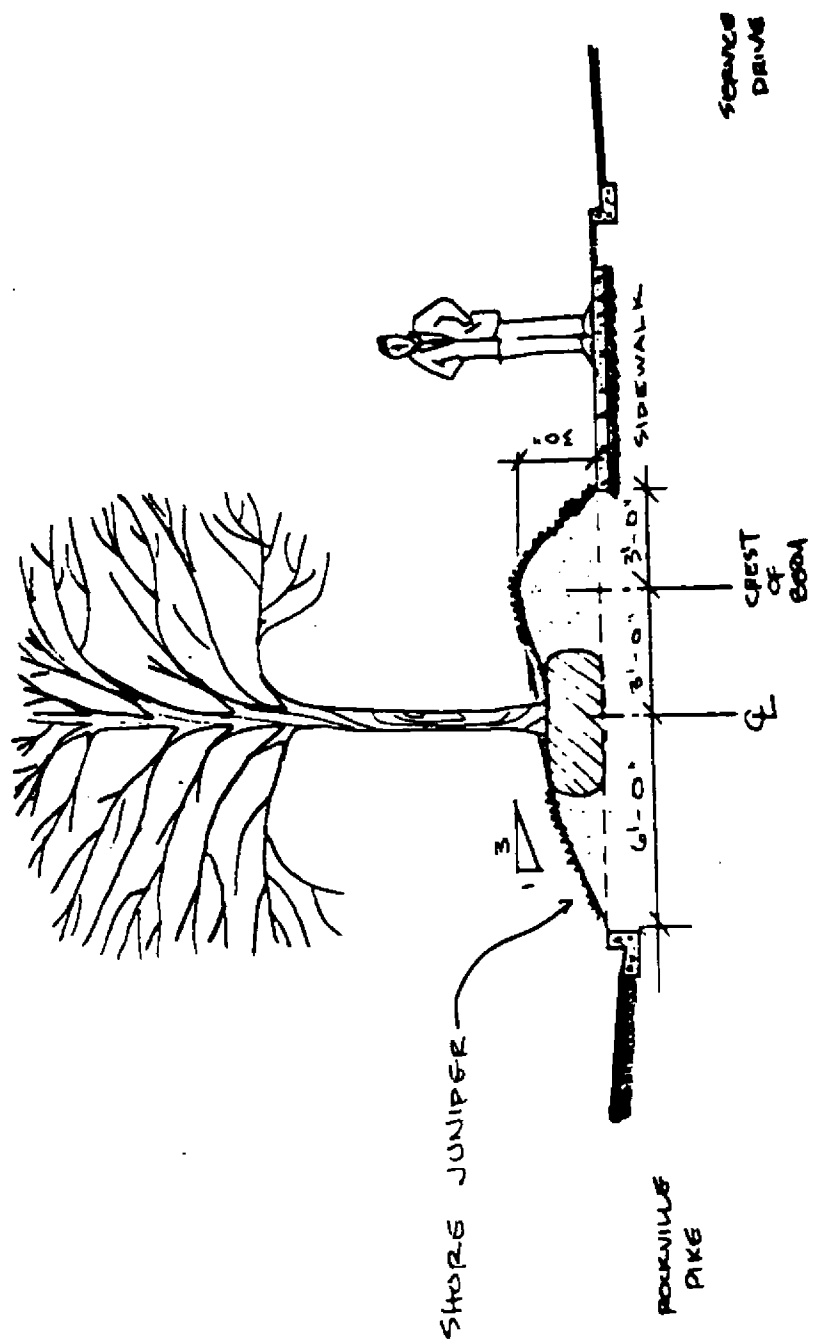
A continuous row of coniferous trees should be planted between non-similar uses.

## **Solar Access**

No buildings may cast a shadow on adjacent residential structures.

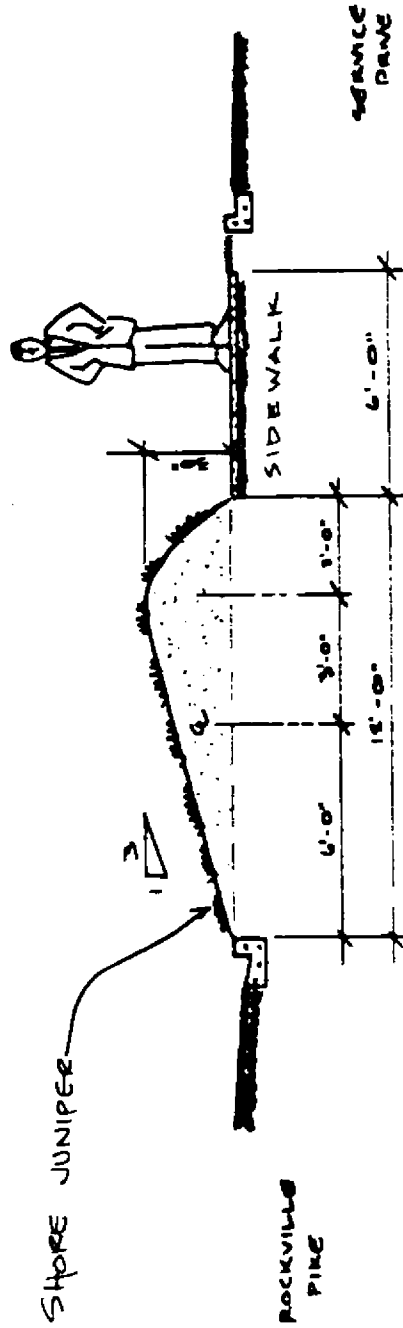
## **Street Trees**

A continuous row of street trees will enhance the pedestrian environment and make the corridor more attractive. Street trees shall be planted about 30-feet on center parallel to the street.



SECTION OF BERM -  
AT TREE LOCATION  
NOT TO SCALE

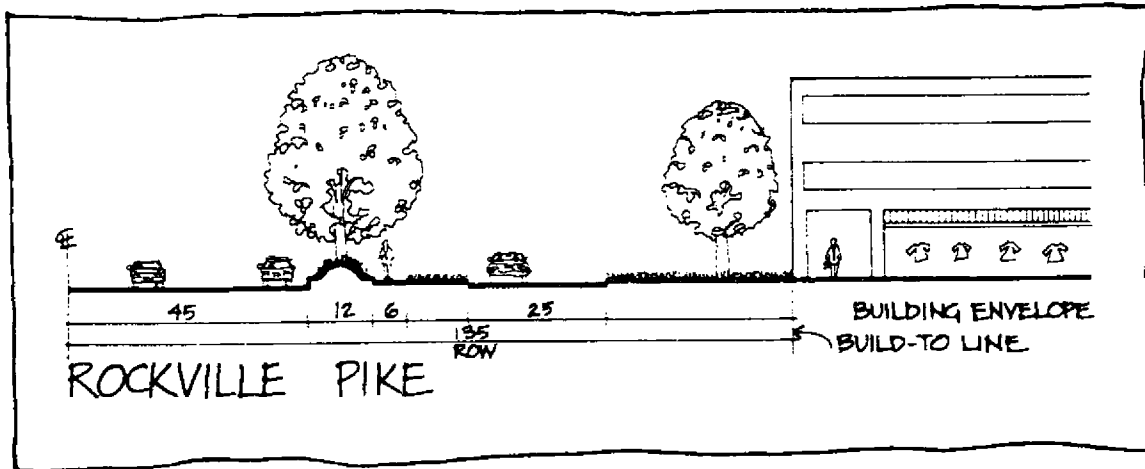
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OPTIONAL METHOD OF DEVELOPMENT



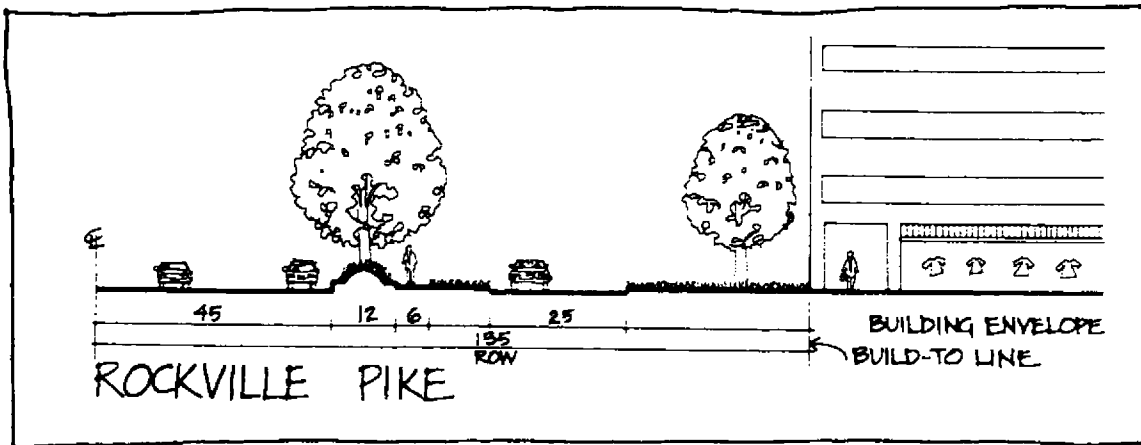
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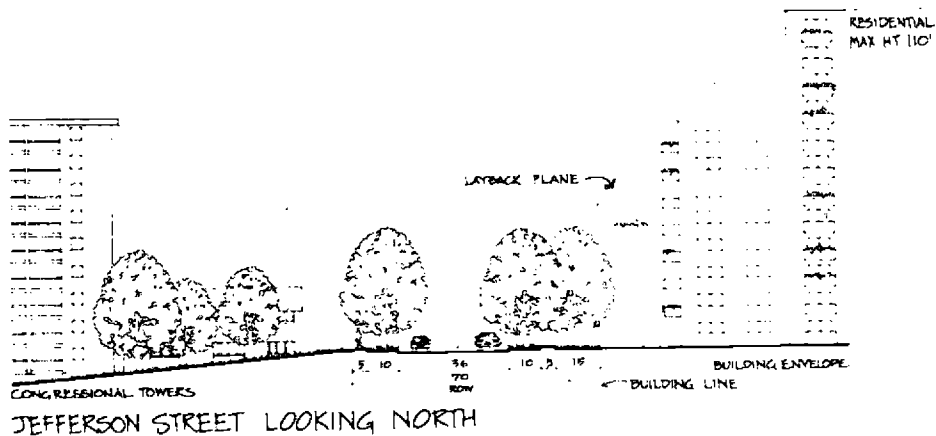
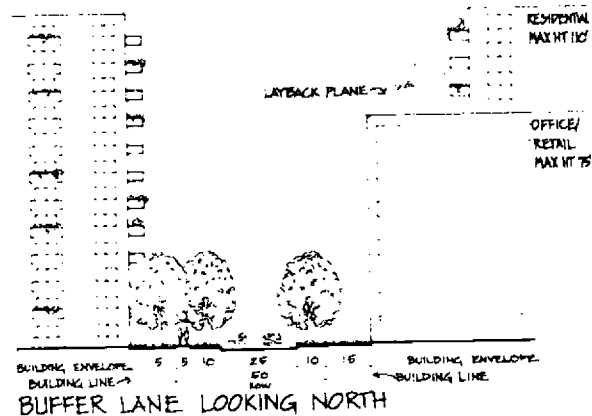
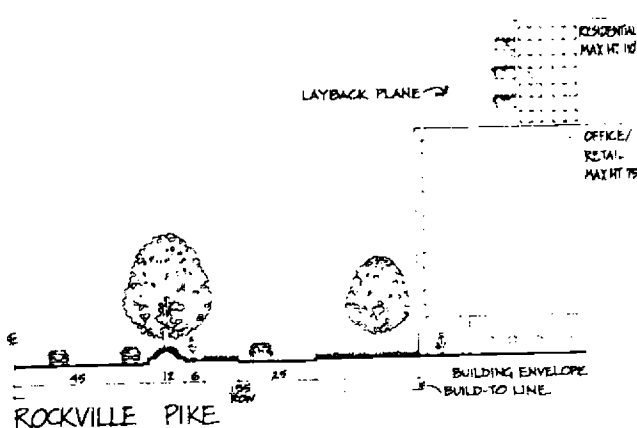
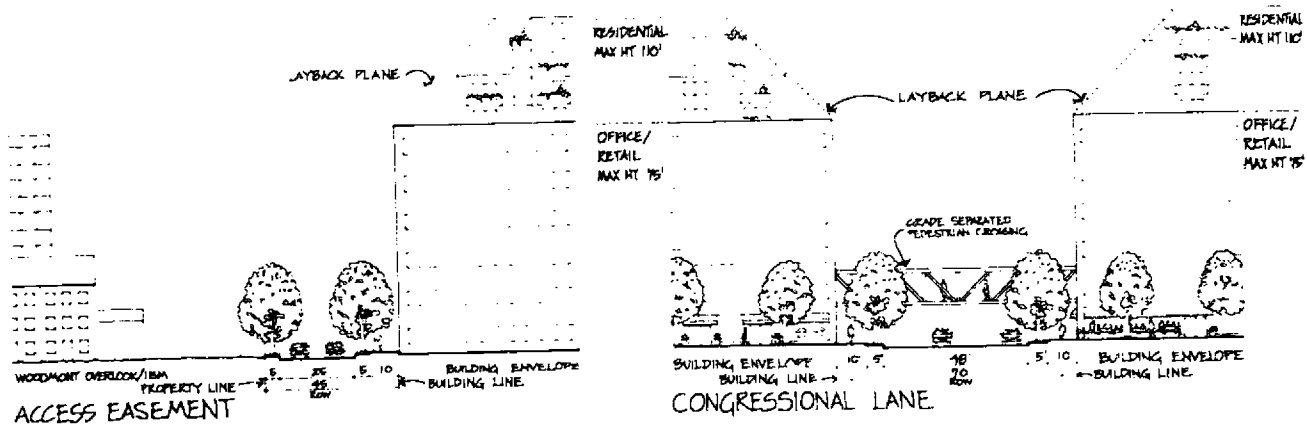




BASE LEVEL DEVELOPMENT

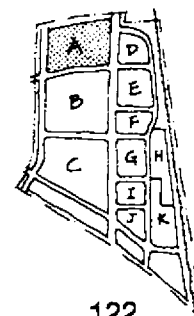


OPTIONAL METHOD DEVELOPMENT

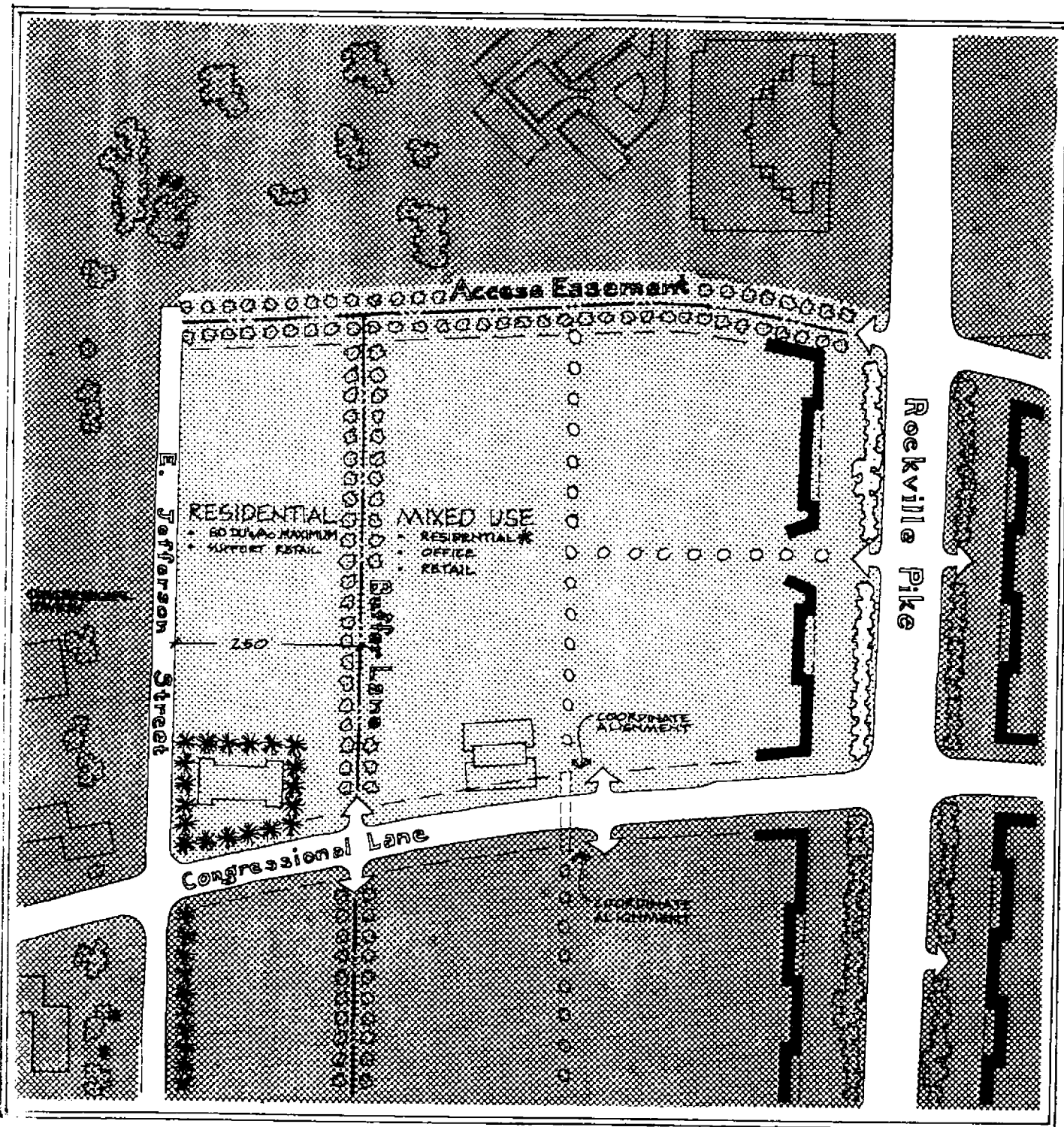


# TWINBROOK METRO AREA

FUNCTIONAL PLAN & SECTIONS: PARCEL A

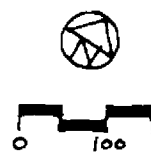


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## FUNCTIONAL PLAN LEGEND

- BUILD-TO LINE AT ROCKVILLE PIKE
- BUILDING LINE AT SECONDARY ST.
- ACCESS WAY
- VEHICULAR ACCESS
- PUBLIC PEDESTRIAN WAY
- GRADE SEPARATED PED. CROSSING
- LANDSCAPE SCREEN
- ROCKVILLE PIKE STREETSCAPE
- MINIMUM 40 DU/AC AS CALCULATED ON RESIDENTIAL ZONE OR 15 DU/AC OVER RECORD LOT IS MINIMUM REQUIRED TO OBTAIN MAXIMUM OFFICE/RETAIL DENSITY



PARCEL  
A  
123



City of Rockville

## MEMORANDUM

October 11, 2004

TO: Catherine Tuck Parrish, Acting City Manager

FROM: Jim Wasilak, Chief of Long Range Planning  
Theodis Perry, Planner III

THROUGH: Arthur Chambers, Director of Community Planning and Development Services

SUBJECT: Rockville Pike Corridor Neighborhood Plan: Review Process and Relevant Planning Issues

The Mayor and Council have determined that a review and update of the Rockville Pike Corridor Neighborhood Plan is a priority. The existing Plan, which was adopted in 1989, envisions a mixed-use corridor with urban design elements to enhance the appearance of the planning area. Staff has developed a process to review and evaluate the existing Plan, that would provide for a series of workshops and community meetings to solicit input from the citizens of Rockville, affected property owners, as well as residents and business tenants along the Rockville Pike corridor.

### Review Process

Staff plans to host a workshop on Monday, October 18, 2004 at the Twinbrook Community Recreation Center. At this workshop, staff will facilitate a discussion to identify issues and opportunities along the Rockville Pike corridor prior to the "kick off" of the planning process.

Staff proposes regular Advisory Group meetings as part of the review process, which would take place over a six-month period. Staff will discuss the planning process and introduce the planning area at the "kickoff" meeting. Staff will seek views and preferences concerning the strengths and weaknesses of the overall planning area through a facilitated exercise with smaller groups. Subsequent meetings will focus on issues that pertain to fundamental issues across the entire corridor as well as those relating to specific segments or areas, with guidance provided by the Advisory Group. Staff anticipates that the Advisory Group may divide into technical committees to address issues in the Metro Performance District and in the corridor outside the performance district. A final report back to the community would be held at the end of the process, with a preliminary draft available for public review. After any changes are made as a result of public

comment, the Advisory Group would forward a recommended draft to the Planning Commission to begin the formal review process.

### **Planning Issues**

Issues surrounding urban design, a mix of land uses and traffic congestion continue to be raised with development along the Rockville Pike corridor. It should be noted that these issues were also cited prior to the prohibition of "big-box" retail establishments larger than 65,000 square feet in the RPC and C-2 zones. The Plan's goals and objectives state the following:

*Goal:*

*The Rockville Pike corridor should seek to offer security, identity and opportunity for Rockville citizens and business-persons. It should serve as the commercial "main street" of the City providing a wide variety of convenience and shopper-oriented retail goods and services. It should offer a variety of mixed-use development of retail, office, and residential opportunities that respond to the diverse needs, opportunities, and expectations of the community and encourage the cooperation between businesses and residents to support this goal.*

*Objective:*

*It is the objective of the Mayor and Council to:*

- *Encourage the continued economic growth and vitality of the Rockville Pike corridor;*
- *Emphasize the need for a balanced transportation system that encourages all modes of transportation;*
- *Expand the retail, office and residential bases affording opportunities to all Rockville residents; and*
- *Promote a stronger identity for this area as the commercial main street of the City.*

### Land Use

The Plan recommends a mix of office and retail uses throughout the Rockville Pike corridor. In the RPC zone, office, retail and residential uses are permitted. The base zone has a floor area ratio (FAR) of 0.35 and a 35-foot height limit. The Optional Method of Development permits development in excess of .035 FAR when development conforms to more stringent development standards. Properties within the Metro Performance District may develop to 1.25 FAR under the Optional Method of Development, with a 1.5 FAR allowed if residential uses are included in a development proposal. Properties outside of the Metro Performance District may develop up to 1.0 FAR under the Optional Method of Development.

### Urban Design

The Plan encourages excellence in urban design. Development proposals in the RPC zone must meet or exceed urban design standards. In addition, proposals for retail establishments greater than 25,000 square feet of gross leaseable floor area, as well as proposals submitted under the

Optional Method of Development, must conform to the urban design standards and undergo design review.

Use of the Optional Method of Development is one of the most important methods of achieving the character that is desired for the Twinbrook Metro Performance District. An updated Rockville Pike Plan presents an opportunity to sharpen the image for the Metro Performance District, much like the Town Center Master Plan. This effort will also work in concert with the Zoning Ordinance revision and associated discussions about the optional method in general. In addition, the Twinbrook Commons project, with a very clear articulation of transit-oriented development, will set the stage for discussion about surrounding properties in the performance district that may also redevelop.

### Transportation

The Plan also addresses issues associated with transportation and pedestrian circulation in the planning area. More specifically, the Plan encourages the use of public transit and recommends the repair of sidewalks and provide for safer conditions for pedestrians and cyclist in the Corridor to better connect the Metro Station and the shopping areas along Rockville Pike.

Although transportation planning staff has identified seven intersections along MD 355 in Rockville that rate "poor" for pedestrian safety, only one of these intersections is in the Rockville Pike corridor area: the Rockville Pike/First Street/Wootton Parkway intersection. Several pedestrian improvements have recently been implemented in the Rockville Pike corridor area. For example, in January 2004, the City installed an illuminated crosswalk and pedestrian warning signs on Chapman Avenue adjacent to the Twinbrook Metro Station.

### Questions for Discussion

The Plan addresses many of the issues associated with redevelopment in the Rockville Pike corridor area. To begin the review process, staff offers the following questions as fundamental issues for consideration. These questions and others will be addressed by the Advisory Group and citizens as the Plan progresses:

- Should a new Rockville Pike Corridor Neighborhood Plan be developed, or should the existing Plan recommendations be evaluated and modified?
- Are the goals and objectives of the existing Plan still valid?
- What is the appropriate mix of land uses, and amount of new development, that can be supported by the corridor infrastructure?
- Due to the potential annexation around the Twinbrook Metro Station, should the boundary of the Rockville Pike corridor and the Twinbrook Metro Performance District be expanded?



# MAYOR AND COUNCIL WORKSESSION

NO. 3(C) DEPT.: Community Planning and Development Services DATE: October 11, 2004  
CONTACT: Jim Wasilak, Chief of Long Range Planning

## SUBJECT FOR DISCUSSION:

Twinbrook Neighborhood Plan Update

To review the process and discuss issues related to the update of the Twinbrook Neighborhood Plan

## ORDER OF DISCUSSION:

1. Discussion of Plan Process
2. Discussion of Potential Issues to be Addressed by the Plan

## GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED:

The Mayor and Council have determined that an update of the Twinbrook Neighborhood Plan is necessary. The existing Plan was adopted in 1982 for Planning Area 8, which includes the area bounded by Veirs Mill Road on the north, First Street on the west, the Metro/CSX tracks on the south, and the City boundary on the east. However, the opportunity exists to expand the neighborhood planning efforts for the Twinbrook area to include the Twinbrook Forest/Northeast Rockville planning area (Planning Area 7), which does not currently have a neighborhood plan. This area is bounded by First Street/Norbeck Road (MD 28) on the west, Veirs Mill Road on the south, and the City limits on the east, and includes the Twinbrook Forest, Silver Rock, Burgundy Estates and Rockwood subdivisions, among others (See Attachments 1 and 2). In addition, the demographic profile of the neighborhoods are similar (See Attachment 3).

To date, staff has met with the board members of the Twinbrook Citizens Association as well as with members of the Burgundy Estates Civic Association to inform members about the upcoming process. Due to the diversity of the neighborhood with many residents speak a language other than English at home, staff has begun working with the Department of Community Services to identify the best way to reach this population. Staff expects to have materials for the planning process translated into appropriate languages reflecting the community.

### 1. Planning Process

The Planning process is expected to follow the typical process that has been used in the East Rockville and Lincoln Park neighborhood planning efforts (See Attachment 4). Staff has been assembling resources to begin the process, with the public kickoff expected to take place at two community meetings to be held in late October and early November. Because of the size of the planning area and the expected interest in the process, staff recommends holding two community kickoff meetings to ensure that everyone has an opportunity to be heard. The Community Kickoff Meetings will provide the basis for addressing issues that exist in the community from the residents' perspective.

An Advisory Group consisting of a broad cross-section of neighborhood stakeholders, including neighborhood residents, members of neighborhood civic associations, business owners, commercial property owners, representatives of neighborhood institutions and groups representing the population's increasing diversity, would be created after the community kickoff meeting.

Once the Advisory Group is formed, staff representatives from various agencies will accomplish the work associated with the process. The Advisory Group will provide guidance and feedback throughout the process as recommendations are brought forward. Once a draft is completed, a community meeting will be held to present the draft to the community at large, in order to obtain feedback. The Advisory Group will then issue a recommended draft for consideration by the public, and the Plan review process will begin. A Planning Commission public hearing is required, after which the Commission will make changes as it sees fit, and approve the Plan with a recommendation to the Mayor and Council to adopt the Plan. The Mayor and Council will also hold a public hearing and eventually will adopt the Plan.

Staff requests that the Mayor and Council and Planning Commission confirm that the planning process is acceptable.

## **2. Issues to be Addressed by the Plan**

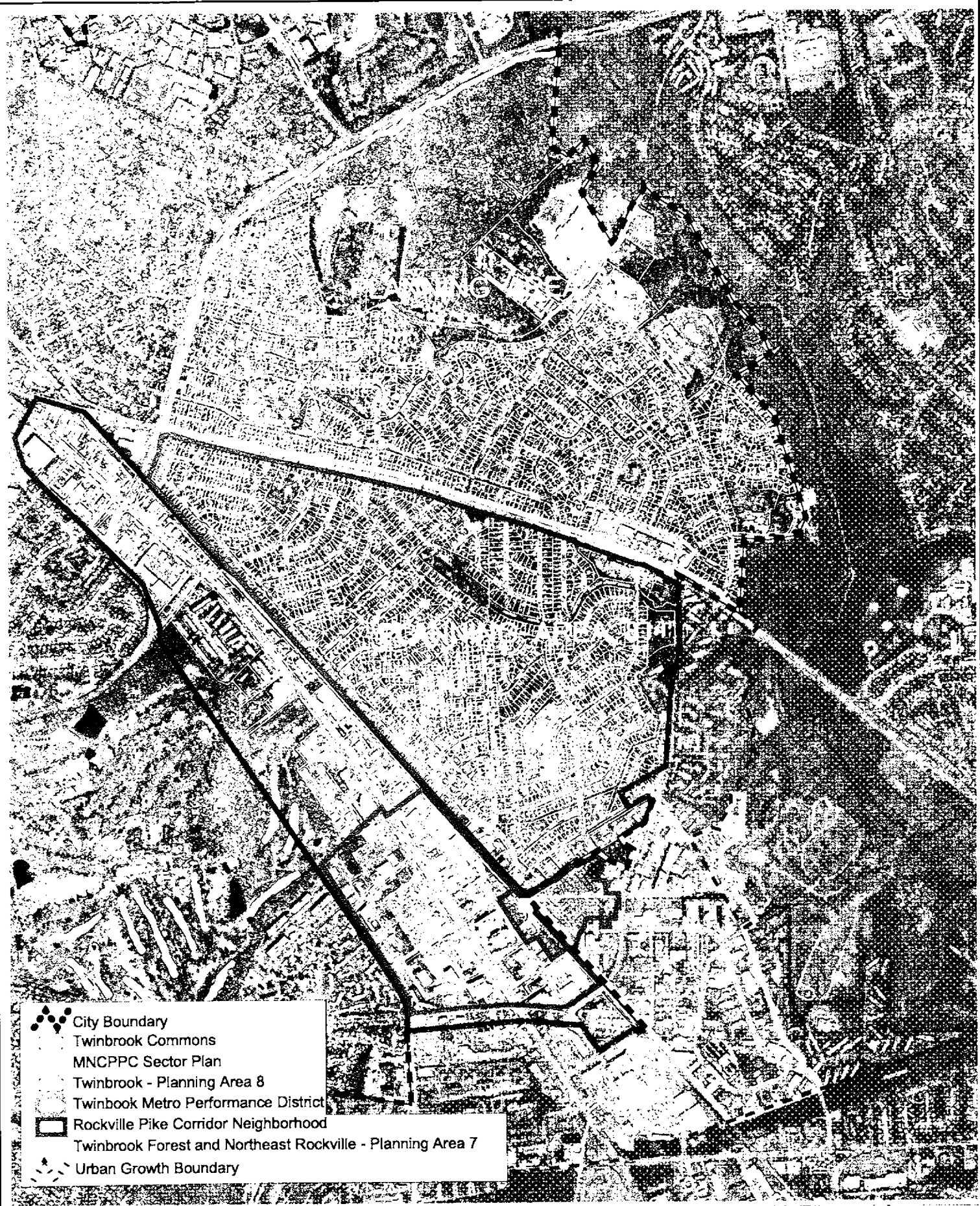
The existing Master Plan sections (See Attachments 5 and 6) give some indication of the issues that the neighborhoods will be dealing with in the future. This neighborhood plan is expected to have less of a land use component given the minimal amount of developable land available, and more of a neighborhood management plan that focuses on quality of life issues. Because the community is primarily a single family detached residential neighborhood, those primary issues will likely relate to impacts from incompatible uses and new development within or in close proximity to the community. Foremost among these are neighborhood transportation and traffic impacts. Issues to be addressed within the community include property maintenance, incompatible uses within the neighborhood, including commercial and industrial uses, and provision of public facilities, including parks, street trees and neighborhood infrastructure.

Staff recommends that the Mayor and Council and Planning Commission review the potential issues for consideration outlined in Attachment 4, and provide direction on any others that should be addressed by the Plan.

### **LIST OF ATTACHMENTS:**

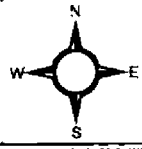
1. Maps of Planning Area
2. Demographic Profile of Planning Area
3. Summary of Twinbrook Neighborhood Plan update process
4. Staff memo on Potential Issues and Direction
5. Excerpt from 2002 Master Plan for Planning Areas 7 and 8
6. Excerpt from 1982 Twinbrook Neighborhood Plan

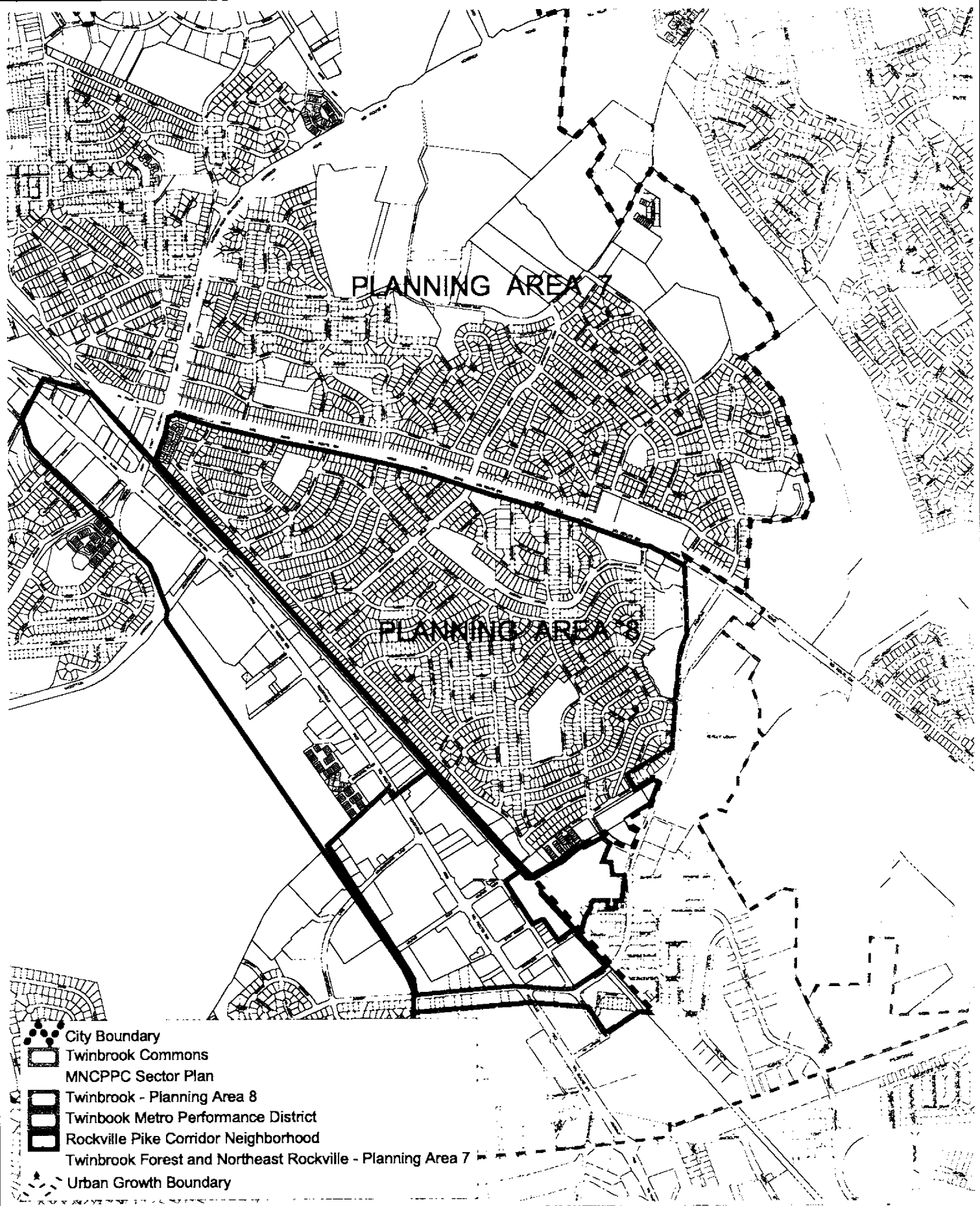












**CITY OF ROCKVILLE**  
DEPARTMENT OF COMMUNITY PLANNING  
AND DEVELOPMENT SERVICES

## TWINBROOK AREA



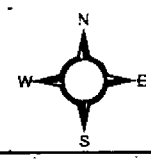


-  City Boundary
-  Twinbrook Commons
-  MNCPPC Sector Plan
-  Twinbrook - Planning Area 8
-  Twinbrook Metro Performance District
-  Rockville Pike Corridor Neighborhood
-  Twinbrook Forest and Northeast Rockville - Planning Area 7
-  Urban Growth Boundary



**CITY OF ROCKVILLE**  
DEPARTMENT OF COMMUNITY PLANNING  
AND DEVELOPMENT SERVICES

# TWINBROOK AREA



## TWINBROOK NEIGHBORHOOD –DEMOGRAPHIC PROFILE

City staff compiled the following demographic profiles of the two Twinbrook Planning Areas, and the City as a whole, from data obtained by the US Census of 2000. Demographic information is an important tool for planning purposes and allocating City resources.

<b>Neighborhood General Characteristics</b>	<b>Twinbrook: Planning Area 8</b>	<b>Twinbrook Forest-Northeast Rockville: Planning Area 7</b>	<b>City of Rockville</b>
Population	5,414	5,433	47,388
Male	2,767	2,692	23,106
Female	2,647	2,741	24,282
Under 5 years	345	361	2,992
65 years and over	612	719	6,215
Housing	2,683	2,006	17,786
Median value (dollars)	148,500	159,717	198,700
Occupied housing units	2,624	1,964	17,247
Owner-occupied	1,580	1,477	11,669
Renter-occupied	1,044	487	5,578
Vacant housing units	59	42	539

Census 2000

<b>Social Characteristics</b>	<b>Twinbrook: Planning Area 8</b>	<b>Twinbrook Forest-Northeast Rockville Planning Area 7</b>	<b>City of Rockville</b>
Population 25 years and over	3,837	4,229	33,216
High school graduate or higher	3,126	3,633	29,601
Bachelor's Degree or higher	1,151	1,657	17,581
Speak a language other than English at home(5 years and over)	1,916	1,660	16,349

Census 2000

<b>Economic Characteristics</b>	<b>Twinbrook: Planning Area 8</b>	<b>Twinbrook Forest-Northeast Rockville Planning Area 7</b>	<b>City of Rockville</b>
In labor force (16 years and over)	2,938	3,216	25,037
Median family income (dollars)	59,993	71,956	79,051
Per Capita income (dollars)	23,594	25,404	30,518
Families below poverty level	115	117	668
Individuals below poverty level	459	473	3,555

Census 2000

## **Twinbrook Neighborhood Plan Process Proposed Schedule**

### **May 2004-July 2004 - Assemble Resource Team**

- Identify staff task force members from other City departments: Inspection Services, Community Services, Police Department, etc., who work with the neighborhood and know the community, as well as those important to the planning process, such as Transportation and Recreation and Parks.
- Assist MNCPPC staff working on the Twinbrook Sector Plan to help coordinate and monitor the plans for the adjacent areas in Montgomery County.

### **July 2004-November 2004 - Survey of Existing Conditions/Data Collection**

- Compile demographic, existing zoning and land use information.
- Conduct staff team assessments of the area in conjunction with field trips to identify community issues.

### **July 2004-October 2000 - Outreach to target Community Groups**

- Meet with community leaders to discuss the Planning Process.
- Give community leaders an overview of the summary background report.
- Identify community groups and solicit participation. Staff will present the work schedule and process, the function of the advisory group and an overview of the neighborhood planning issues.

### **October 2004-November 2004 - Community Workshops**

- Two neighborhood-wide community meetings to solicit input from citizens and property owners. Staff to provide an explanation of the process and what a neighborhood plan is.
- Distribute a draft background report outlining demographics, existing zoning and land use information, together with staff assessments of the neighborhood.
- Provide an opportunity for residents to comment on the neighborhood (strengths, weaknesses, opportunities and challenges) and to identify issues of concern that the Plan will need to address.

### **October 2004-December 2004 – Twinbrook Neighborhood Plan Advisory Group Appointment and Formation**

- Solicit Advisory Group participants at the Community meeting for appointment by the Mayor and Council.
- Hold first Twinbrook Neighborhood Plan Advisory Group kickoff and organizational meeting.

**Twinbrook Neighborhood Plan Process  
Proposed Schedule**

- Organize committees and begin committee meetings. The following topics should be considered: residential and commercial areas, community conservation, transportation, historic preservation, impacts from adjacent new projects (i.e. Twinbrook Commons) and any other issues identified by the community.

**December 2004-June 2005 - Drafting of Plan and Recommendations**

- Issues researched and potential solutions recommended by staff and discussed by the Advisory Group.
- Planning staff to prepare a Draft Neighborhood Plan discussion papers, which will propose recommendations for issues to be addressed by the Neighborhood Plan.
- Draft document written and assembled by staff and reviewed by the Advisory Group.

**June 2005-July 2005 - Neighborhood Meeting(s) to review Draft Plan**

- Community-wide meeting to present Draft Twinbrook Neighborhood Plan for comment.
- The Advisory Group will consider community concerns and incorporate them into a draft that will be recommended to the Planning Commission.

**July 2005-August 2005 - Final Draft completed and approved by Advisory Group**

- Prepare Draft Neighborhood Plan and distribute for public review. The draft plan will be the subject of a public outreach campaign that will provide an opportunity for the public to offer comments on the Plan, and to put forth their ideas and concerns.
- A presentation to the Planning Commission and Mayor and Council will be included.

*Note: The approved draft Plan requires a 60-day comment period prior to the public hearing.*

**November 2005-December 2005 - Planning Commission Public Hearing and Approval**

- The Planning Commission is required to hold a public hearing on the Plan, and to consider testimony in its deliberations. This will result in a Planning Commission approved draft to be considered by the Mayor and Council.

**January 2006-March 2006 - Mayor and Council Public Hearing, Review and Adoption**

- Mayor and Council will hold a public hearing on the Plan and will adopt the Plan by ordinance. A sectional Map Amendment will be required to implement any zoning changes recommended by the Plan.



City of Rockville

## MEMORANDUM

October 1, 2004

TO: Catherine Tuck Parrish, Acting City Manager

FROM: Jim Wasilak, Chief of Long Range Planning  
Mayra Bayonet, Planner II

THROUGH: Arthur Chambers, Director of Community Planning and Development Services

SUBJECT: Twinbrook Neighborhood Plan

The purpose of this memo is to provide additional information for the Mayor and Council and the Planning Commissioners' discussion at the forthcoming worksession.

Many City residents consider the "Twinbrook" neighborhood to be located both north and south of Veirs Mill Road. The Master Plan considers the area north of Veirs Mill Road to be Planning Area 7, Twinbrook Forest/Northeast Rockville. Planning Area 8, Twinbrook, is south of Veirs Mill Road. We propose that the two Planning Areas be considered together as one for the purposes of developing a new Twinbrook Neighborhood Plan. The existing Twinbrook Neighborhood Plan (Planning Area 8, approved in 1982) and the recommendations approved in the City-wide Comprehensive Master Plan (approved 2002) for Twinbrook Forest and Northeast Rockville (Planning Area 7) will be the starting point to identify and evaluate issues and conditions that require further study.

Some of the issues facing the area include:

- Impacts of Adjacent Development
- Existing Commercial Area
- Residential Infill
- Property Maintenance
- Traffic Issues
- Industrial Uses
- Institutional Issues
- Community Services

### **Impacts of Adjacent Development**

Generally, new development or redevelopment projects within the geographic area could have an impact on the neighborhood. The area for the M-NCPPC Twinbrook Sector Plan, as well as Twinbrook Commons, is included. Others include the property at Halpine Road and Twinbrook Parkway that is located within the county, as well as 2.1 acres of land at the northwest quadrant of the intersection of Twinbrook Parkway and Ardennes Avenue. A small parcel located on the northwest side of Baltimore Road between Rockville High School and Rock Creek Park, outside the City and adjacent to the Beth Tikvah synagogue, is recommendation for institutional use in the City plans. A zoning change to allow townhouse development is currently under review by Park and Planning.

The Twinbrook Metro station site is located in the southern part of the planning area. Portions of the property fall under Montgomery County jurisdiction, and portions fall within the City's Rockville Pike Corridor Planning Area. (A request for annexation into the City has been filed.) The site is slated for redevelopment as part of the Twinbrook Commons project and adequate buffering should be designed to protect the adjacent single-family residential neighborhood.

### **Existing Commercial Area**

The Veirs Mill Road corridor acts as both a common area and a dividing line between the two Twinbrook communities, and contains the main commercial area serving the neighborhood. Shopping centers are located on both sides of Veirs Mill Road, near the intersection with Atlantic Avenue. There is an additional small retail site on Atlantic Avenue.

The 1982 Twinbrook neighborhood plan was aimed at maintaining and enhancing the predominately residential character of the area. Considering the two adjacent planning areas together offers an opportunity to examine the land use and zoning elements and other common issues.

### **Industrial Issues**

The Twinbrook Neighborhood includes a small light industrial area in the I-2 Zone on Lewis Avenue in the southern portion of the Planning Area 8 and low-rise office buildings in the I-1 Zone on Halpine Road. The 1982 Plan recommended that the light industrial zone should not be permitted to expand in size or height. Any redevelopment or expansion of the industrial buildings along Lewis Avenue would also have an impact upon the neighborhood, as there are homes located directly across the street.

The old Suburban Propane site, also in the I-2 Zone, is slated for redevelopment as part of the proposed Twinbrook Commons mixed-use project.

The MNCPPC Twinbrook Sector Plan for the area south of the city boundary is aimed at fostering the creation of a transit-oriented, mixed-use community that will support light industrial uses and encourage the advanced technology and biotechnology industries.

### **Residential Infill**

The planning area has very few vacant lots, or lots that could be re-subdivided. One such lot is a 4.6-acre property zoned R-60 and located on Norbeck Road adjacent to the Rockville Civic Center. There may be some environmental constraints for the property.

### **Property Maintenance**

Two critical issues for residents of Twinbrook are enhancing the livability of their neighborhoods and maintain their housing values. It is important that the City maintains its infrastructure and continues funding replacement programs. The city has a Community Enhancement Program that is designed to respond to citizen complaints about code violations, to inspect rental properties and to enforce the Property Maintenance Code.

### **Traffic Issues**

The Twinbrook neighborhoods are bounded by Rockville Pike and Norbeck Road, and bisected by Veirs Mill Road. Twinbrook Parkway acts as a connector between Veirs Mill Road and Rockville Pike. These busy roads reinforce the boundaries of the neighborhoods. The internal circulation system is designed to direct traffic on to a limited number of collector routes. Traffic backups occur at the limited number of entrance and exit points.

It will be important to ensure that the development of the Metro site does not adversely affect the neighborhood. The introduction of the Veirs Mill Road Bus Rapid Transit Plan (BRT) being planned by Montgomery County brings a new factor into the neighborhood, and could provide the potential for commercial and streetscape improvements in the corridor. The City has been part of the planning study.

### **Institutional Uses**

There are a variety of institutional uses in the planning area. Some of these sites draw many patrons that travel through neighborhood streets. Impacts from these uses should be evaluated.

### **Community Services**

The City provides most public services and facilities in the neighborhood. Responsibilities for some services are supplied by Montgomery County, such as education, fire/rescue, and libraries. There is a network of human service agencies and programs situated in the study area. Demographics indicate that the multi-cultural population is increasing in the neighborhood.



## PLANNING AREA 7

### TWINBROOK FOREST AND NORTHEAST ROCKVILLE

#### INTRODUCTION

Twinbrook Forest and Northeast Rockville (Planning Area 7) is located between Veirs Mill Road, First Street, Norbeck Road, and the city's eastern-most boundary along Rock Creek Park. Planning Area 7 includes the subdivisions of Twinbrook Forest, Geeraert's Addition to Twinbrook, Broadwood Manor, Silver Rock, Rockwood, and Burgundy Estates. A change has been made to the Planning Area boundary. The northwestern boundary is now along First Street and Norbeck Road. Many people consider the "Twinbrook" neighborhood to be located on both sides of Veirs Mill Road. However, for this document, Twinbrook is the neighborhood south of Veirs Mill Road.

The majority of the planning area was developed in response to the great demand for suburban single-family housing that followed World War II. The area was annexed in 1949.

#### Current Conditions

The majority of the single-family properties in the planning area are zoned R-60. The Burgundy Knolls Subdivision, which is located between First Street and Norbeck Road, is zoned R-75. The houses in the planning area were built mostly in the 1950s, slightly later than those in Twinbrook (South). The houses in Twinbrook Forest are in generally good condition with some variation of the Cape Cod and rambler styles popular then. There are very few multi-family complexes in the planning area. Meadow Hall Townhouses, Ashleigh Woods Townhouses, and two apartment complexes on Baltimore Road and Twinbrook Parkway offer alternatives to single-family housing.

Streets are well maintained and tree lined. Some upgrades to the street drainage system may be needed, but this is not considered to be a major problem.

The planning area has at least 182 acres of open space. The historic Glenview Mansion and the F. Scott Fitzgerald Theater are located on the 153-acre Civic Center site. Various other ballfields, playing courts, and picnic areas are located throughout the planning area. In addition, two large cemeteries provide open green space.

There are three schools within the Planning Area: Meadow Hall Elementary School, Carl Sandburg Special School, and Rockville High School. Rockville High School is scheduled for modernization in 2003.

Other institutional uses are in a variety of buildings within the planning area. Some are located in former school buildings owned by the County, such as the Lone Oak School building. Others, like the Twinbrook Library and the U.S. Army Armory, have their own buildings.

The primary commercial area for the neighborhood is along Veirs Mill Road. Twin Brook Plaza and Twin Brook Mart are located across from each other although Twin Brook Mart, on the south side of the road, is actually in Planning Area 8. Twinbrook Plaza has a large grocery store. Both plazas contain various small shops and restaurants, and there is also a fast food restaurant nearby. Burgundy Knolls Shopping Center is another small commercial center on the corner of Baltimore Road and First Street. This is mainly a neighborhood convenience center.

## **CRITICAL ISSUES**

### **Infill**

There are very few vacant single-family lots or lots that could be re-subdivided within the planning area. There is a 4.6-acre property located on Norbeck Road adjacent to the Rockville Civic Center property. This is zoned R-60, but there may be some environmental constraints for the property as portions of the site are within a stream valley or buffer and also may be within a floodplain.

### **Property Maintenance**

The upkeep of property in older neighborhoods such as Twinbrook Forest is important in maintaining livability and housing values. In general, the houses originally were constructed to be "starter" homes, and some were constructed with better workmanship than others were. There are no deed restrictions outlining expected property maintenance or architectural standards. Some of the houses were updated over time. However, many of the homes have not been modified at all and are still considered to be affordable homes for the area.

Several low or no-cost programs are available to help qualified low-income residents repair and maintain their homes. These include the Home Improvement Program. In addition, the city instituted the Community Enhancement program that is designed to respond to citizen complaints about code violations and to provide interior and exterior inspections for rental properties. However, there are aesthetic issues that are not regulated.

### **Institutional Uses**

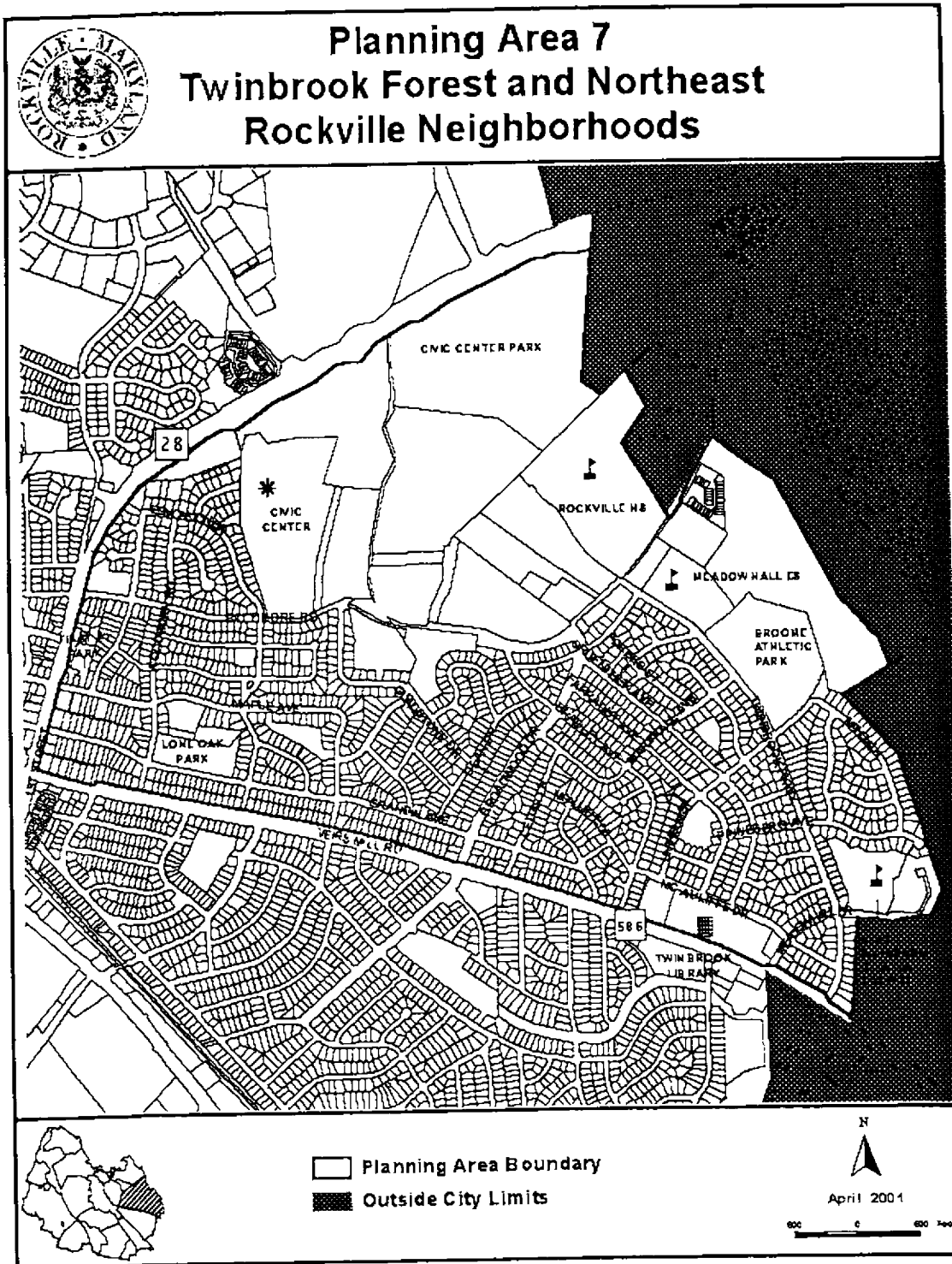
As mentioned, there are a variety of institutional uses in this planning area. Some sites, such as the Civic Center, draw many patrons who travel through neighborhood streets. There are other community service programs located throughout the neighborhood. One program necessitates round the clock use of the building with associated noise as people come and go from the site that is disruptive to the adjoining residents. There are other programs that have a lot of traffic associated with peak times that also can be disruptive to the residential character of the neighborhood even though the programs are needed. Care needs to be taken to ensure that adequate on-site parking is available for the use and the site has adequate buffers between it and adjoining homes.

## **Traffic Issues**

Planning Area 7 is designed with a number of streets that function as “primary” residential routes. These are roads that distribute traffic between neighborhood streets and arterial streets and typically are designed to carry more than 5,000 vehicles a day. Baltimore Road, Broadwood Drive, Edmonston Drive, Grandin Avenue, and Twinbrook Parkway are considered primary residential streets. Because these streets are evenly spread throughout the planning area, traffic can be more evenly dispersed rather than being centered on a few heavily traveled roadways. However, the City continues to monitor the traffic flow in the planning area so that roadway improvements can be made in a timely fashion. Specific neighborhood traffic concerns will be addressed by the Transportation Division independent of the Master Plan.

## **Recommendations**

1. Maintain the current residential zones within the planning area.
2. Ensure that aesthetic issues be addressed and adequate buffers be created between any future institutional use or institutional use expansion and the adjacent residential use.
3. Maintain adequate inspection services personnel in order to investigate complaints about inadequate maintenance of residential properties and enforce the City’s regulations.
4. It is not recommended that the neighborhood plan for Planning Area 7 be updated at this time.



## PLANNING AREA 8

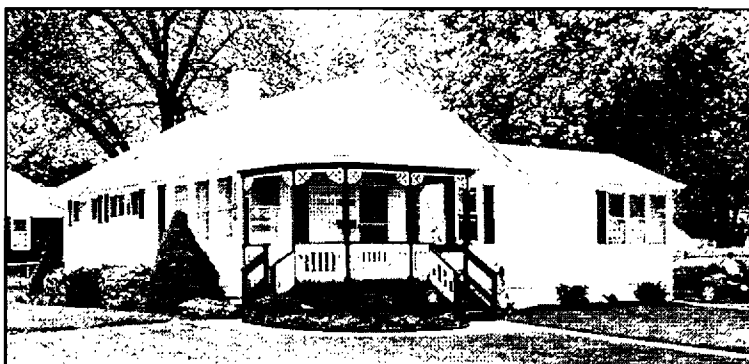
### TWINBROOK

#### INTRODUCTION

##### History

Planning Area 8 (Twinbrook) contains 472.6 acres and is located in the southeastern section of the city between Veirs Mill Road and the railroad tracks. It extends from First Street on the northwest to the City boundary on the southeast.

The single-family residential area was developed in the 1940s and 1950s. Twinbrook incorporates four major subdivisions: Rockcrest (and its additions), Rockland, Twinbrook, and Halpine Village. The area was annexed to the City of Rockville in 1949, which also included the neighborhoods of Lincoln Park and Hungerford. Some of the street names reflect the World War II effort, and the subdivisions housed homecoming GIs and their families.



The Twinbrook Neighborhood Plan was approved and adopted in 1982. The Metro station was being constructed then, and the neighborhood was concerned about possible adverse effects of the new Twinbrook station. Anticipated problems included increased through-traffic and parking along commuter neighborhood streets.

##### Current Conditions

The Twinbrook neighborhood consists of predominantly single-family homes that are zoned R-60. The homes are predominantly small Cape Cod and rambler style houses. Streets are lined with trees. Parking is mostly along the street since many of the houses do not have garages or driveways. There are two small townhouse developments within the planning area: Rockcrest Townhouses, which are located just off of First Street, and Halpine Village, which is located off of Halpine road along the City boundary. These developments are located on opposite edges of the planning area.

The planning area also includes a small service industrial area (I-2) located on the southernmost portion of Lewis Avenue. In addition, there are a number of low-rise office buildings located on Halpine Road adjacent to the Halpine Village townhouses. Access to the offices is off of Twinbrook Parkway from a section of roadway that is outside of the City boundaries.

Cut-through traffic issues have become a concern in the Twinbrook neighborhood, specifically on streets that are connections between different sections.

The main commercial area that serves the planning area is along Veirs Mill Road that also includes two sites on Atlantic Avenue. The commercial area includes both sides of Veirs Mill Road although only the south side of the street is included in Planning Area 8. The other side of Veirs Mill Road is within Planning Area 7 (Twinbrook Crest and Northeast Rockville). The commercial strip along Veirs Mill Road includes Twinbrook Plaza (with a large grocery store), the Twinbrook branch of the Montgomery County public library system, a post office, various small shops, restaurants, and a fast food restaurant.

There is only one elementary school within the planning area. Currently, student enrollment at Twinbrook Elementary School is below capacity by approximately 100 students (based on 1998-99 enrollment). Built in 1956, the school was renovated in 1986 and includes a gym.

There are a few churches in the planning area. These are located just off the Veirs Mill service road and Halpine Road and do not seem to present a problem for the neighborhood in terms of excess traffic.

The planning area contains three parks totaling 21 acres which is only 4% of the area. The Twinbrook Community Recreation Center was completed in 2000 and provides a gym, fitness center, multi-purpose rooms, game rooms, as well as a satellite office for a community outreach police officer. Rockcrest Park provides a narrow greenway/bike path along a tributary to Rock Creek. The Twinbrook Swimming Pool Corporation is a private organization that owns a pool complex on approximately 4.8 acres that are adjacent to Twinbrook Park.

## CRITICAL ISSUES

### Infill

There are few vacant lots within the planning area. However, just outside of the Twinbrook planning area is the Twinbrook Metro Station site. Portions of the property are within the city and fall within the Rockville Pike Corridor Planning Area. However, a fairly large portion of the property is within Montgomery County's jurisdiction. The site will be developed in the near future, and depending upon what is approved, could affect the Twinbrook neighborhood. Use of the site will need to be designed carefully to buffer the neighborhood. Any proposal for a possible connection of the Metro property to the Twinbrook street system will also need to be evaluated carefully. Master Plan recommendations for the Twinbrook Station Metro site are discussed in the Land Use Chapter.

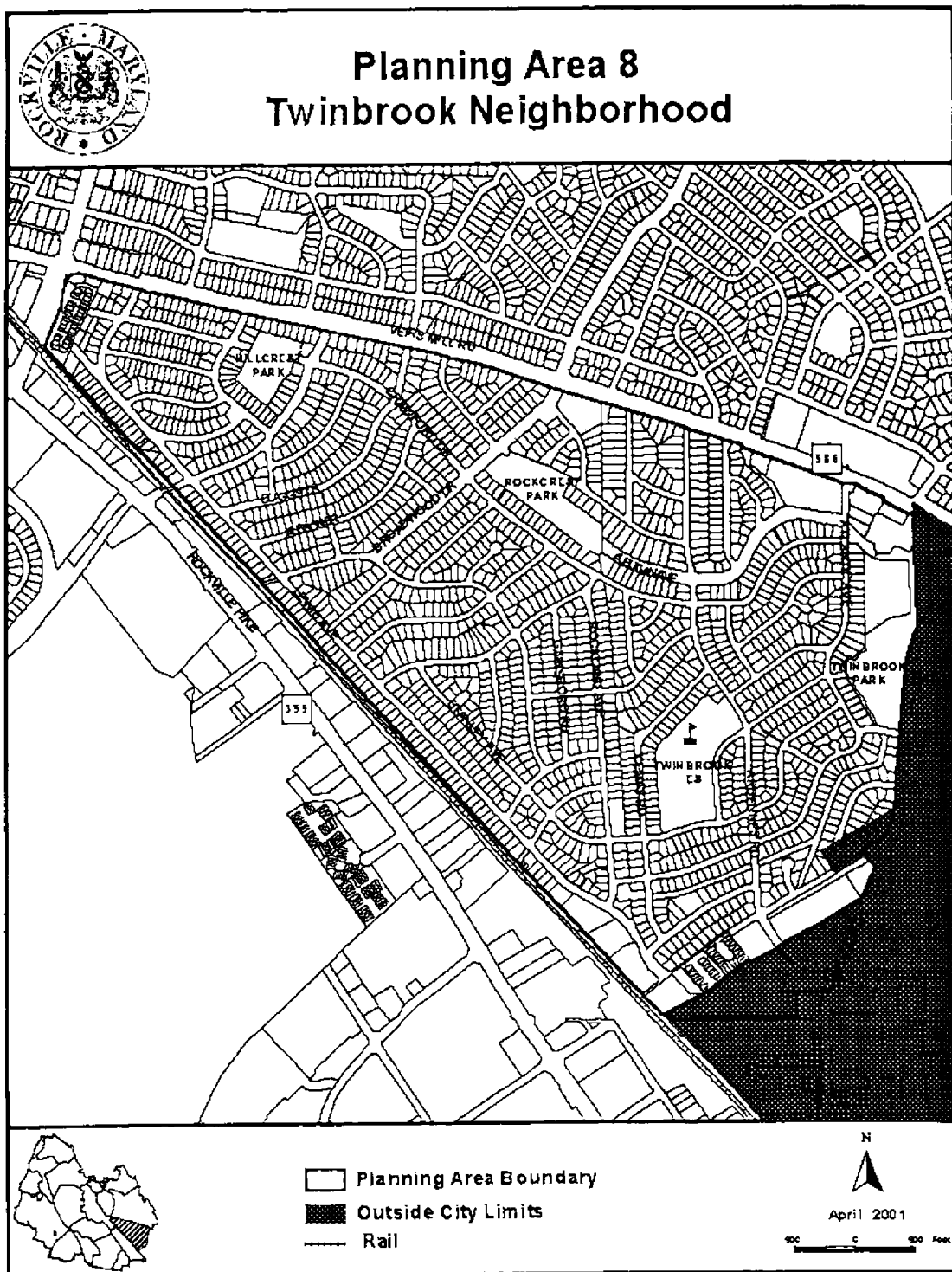
Any redevelopment or expansion of the industrial buildings along Lewis Avenue also affects the neighborhood as there are homes located directly across the street from the industrial area. Aesthetic compatibility with nearby residences, noise, and increased traffic would be possible negative impacts of expanded development.

## City Boundary

There are approximately ten residential properties that are located on the west side of Halpine Road where Halpine Road meets Twinbrook Parkway. Some of these properties are located entirely within the County, and some are located partially within the City. Although this does not appear to be a critical issue at the current time, it would simplify the delineation of the City boundary if the boundary were along Twinbrook Parkway to include those properties in this particular area.

## Recommendations

1. Maintain the R-60 zone for the neighborhood with the exception of the southwest corner of Lewis Avenue and Halpine Road as discussed in the Land Use Chapter.
2. Ensure that aesthetic issues be addressed and adequate buffers be created between any future industrial or office development expansion and the planning area.
3. Maintain the R-60 zone for single family housing on the Twinbrook Swimming Pool Corp. site if it is developed or acquire the site for additional park and green space to increase the size of the park.
4. Consult with County officials to ensure that development of the Metro site does not adversely affect the Twinbrook neighborhood in terms of increased traffic, noise, lighting, aesthetics, etc.
5. Strive to have the entire Twinbrook WMATA/Metro site annexed into the City of Rockville.
6. Maintain adequate inspection services personnel in order to investigate complaints about inadequate maintenance of residential properties and enforce the City's regulations.
7. It is not recommended that the neighborhood plan for Planning Area 8 be updated at this time.
8. Cut-through traffic through the neighborhood should be discouraged by exploration and implementation of traffic calming and control methods.



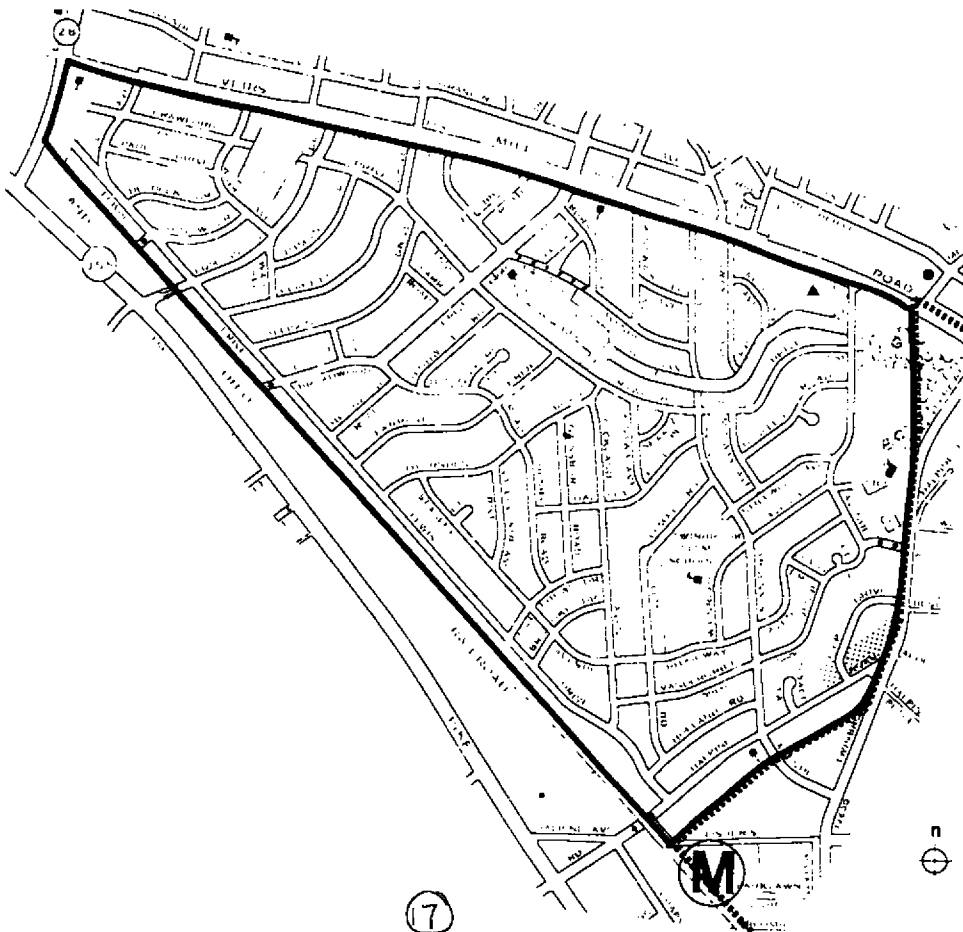


## ISSUES AND GOALS

The Twinbrook Neighborhood Plan is the first step in a continuing process of monitoring the effects of an adjacent rapid rail transit station on a residential area within the City. The Twinbrook planning area has started to feel the pressures of Metro. In order to address new and heightened pressures likely to occur when Metrorail service begins, this plan must be periodically evaluated in order to ascertain whether neighborhood sentiments continue to be reflected in the plan, or if changing conditions require new measures. The Twinbrook Neighborhood is a unique unit within the City, which is being affected by the Parklawn Federal Health and Human Services Agency, and by new office development along Rockville Pike, and as a short-cut between transit corridors within the City. This neighborhood has very stable boundaries, and will remain vital over time, with special attention to internal neighborhood stability and appearance.

### Process

The first step in any comprehensive planning process is to identify issues and needs of the planning area being studied. For this purpose, a special advisory group, comprised of residents within the area,



was created to consider this at a strictly neighborhood level. Problem identification was performed through a series of open, publicized meetings which were held in the neighborhood. This process permitted recognition of basic neighborhood attitudes towards the community and the areas surrounding the neighborhood area.

Problems facing the Twinbrook area, both existing and anticipated, were specified. This chapter briefly discusses the issues, needs, and basic assumptions developed, and furnishes the framework for the neighborhood plan, as devised. The goal, objectives, and major policies adopted largely convey the community's attitudes for the future of Twinbrook.

The intent of this Neighborhood Plan is to establish the concerns for neighborhood vitality and preservation, assess the impact of Metrorail and related transit changes on the community, and provide a new, detailed, small area plan which reflects the interest of Twinbrook residents toward enhancing the area as a living environment.

#### Plan Elements

The Land Use and Zoning Element sets forth the general standards for existing and anticipated uses in the Twinbrook area. This is a key component in assisting policy makers in reviewing private sector development for conformance with neighborhood objectives.

The Housing Element considers the effect the environment, home maintenance, and speculative investment have on neighborhood attitudes and the direct impact on housing values.

The Circulation Element evaluates existing problems and future options in the area of traffic circulation, parking management, mass transit, and pedestrian/bikeway alternatives. Options are reviewed, and some are recommended.

The Community Services and Facilities Element brings in all City services having an impact on/or delivering any type of services to the Twinbrook Planning Area. A brief profile of the population is presented, facilities are identified, and service areas are reviewed.

This plan should be reviewed on an annual basis. Additionally, a special, comprehensive review should occur after Metrorail service has commenced. The City as a whole, and Twinbrook as a unique part, continues to be guided by the 1970 Master Plan of the City of Rockville.\*

\*Master Plan, City of Rockville, Planning Department, 1970.

## SUMMARY OF FOUR PRIMARY ISSUES

### 1. Neighborhood Stability

The entrance of Metrorail service combined with speculative investment could cause dramatic change in property values, which may affect ownership patterns and types of owners. In Twinbrook, 35 percent of both homeowners and renters expect to move out of the Twinbrook Neighborhood by 1986. This is fairly normal for the region. Although, housing price increases have already been occurring, this does not appear to be due to Metro. Changes in the character of the neighborhood due to housing price increases and investment can have a marked effect on neighborhood attitudes and appearance. The Twinbrook population includes ten percent renters, who are usually a more transient population group than homeowners.

The issue of neighborhood stability is discussed under the Land Use and Zoning Element and the Housing Element. Policies, 1, 2, and 3 lend pertinent direction.

### 2. Street Environment

Since many homes do not have driveways (standards of the day did not require off-street parking), on-street parking is a problem, which is further aggravated by narrow streets and nearby commuters using Twinbrook streets for parking. The impact of Metrorail operations will affect the Twinbrook community through increased vehicular traffic, declining air quality, and higher noise levels.

The issue of street environment is discussed under the Circulation and Community Services and Facilities Elements. Policies 5, 6, and 7 lend pertinent direction.

### 3. Pedestrian/Vehicle Conflicts

Pedestrian access to shopping areas is poor and requires difficult and unsafe crossing of Veirs Mill Road. This problem is also encountered by students walking to Broome Middle School and Lone Oak Elementary. No alternative transportation is available.

The issue of pedestrian/vehicle conflicts is discussed under the Circulation and Community Services and Facilities Elements. Policy 4 lends pertinent direction.

#### 4. Community Facilities/Public Services

Access to recreation areas and maintenance in these areas is inadequate, particularly in the Twinbrook Mart vicinity. Additional police surveillance near recreation areas, parking zones, and the Metro station will become increasingly important for residents and Metro users.

The issue of community facilities/public services is discussed under the Community Services and Facilities Elements. Policies 7 and 9 lend pertinent direction.



The Twinbrook-Neighborhood Planning Advisory Group has identified the following goal, objectives, and policies in an attempt to define more clearly where Twinbrook would like to be during this period when Metrorail service will become a reality.

##### Goal

The Twinbrook Neighborhood should be a "community" characterized by high quality living space and excellence in provision of community services and facilities, public and private, at a scale appropriate for maintaining and enhancing the present integrity of the neighborhood.

##### Objectives

The neighborhood plan states that the City of Rockville should adopt an amendment to the Master Plan that would work to preserve and enhance the defined neighborhood by: (1) sustaining the existing residential character, (principally single family, owner-occupied detached housing), through continuation of high standards for maintaining and enhancing housing and community facilities; (2) denying external attempts of encroachment;\* (3) continuing to seek direction from the neighborhood on issues affecting its future; and, (4) encouraging safe circulation for pedestrians and vehicles.

The goal and objectives broadly convey the ultimate recognition of what the neighborhood should be and then describe general means by which this can be attained as a result of twelve months of open planning and careful factfinding efforts. The following policies attempt to give additional guidance on how to achieve the objective and specify current

\*'Encroachment' - zoning changes which would impact the character of the neighborhood.

and potential problems in response to the issues discussed in the previous section.

### Policies

To clarify the intent of the Twinbrook Neighborhood and assist policy makers in making decisions, the following policies are proposed:

1. Protect Twinbrook and its environs from commercial, industrial, or incompatible residential encroachment.
2. In new construction or redevelopment, emphasize high quality development and excellence in facade appearance in all private or public projects within or adjacent to the Twinbrook neighborhood.
3. In existing housing, retail and industrial buildings, encourage exterior facade and landscaping maintenance by all owners within the Twinbrook community and environs.
4. Implement alternative transit options (pedestrian, bikeway, and "minibus") as part of all new circulation planning.
5. Modify circulation patterns to reduce traffic impacts detrimental to safety, environment, and character of the residential area.
6. Emphasize maintenance of ambient noise levels at existing or lower volumes.
7. Insure maintenance and enhancement of all public facilities for the betterment of the community.
8. Establish a regular meeting with the Planning Commission for planning liaison on issues affecting the Twinbrook area.
9. Provide the Twinbrook Neighborhood Planning Area with the best possible community services within the neighborhood boundaries and throughout the City.